

Ipsos Political Monitor - January 2024

Table 1
V1A/B & V2. COMBINED VOTING INTENTION - WESTMINSTER - TOTAL
How do you intend to vote/which party inclined to support if a General Election tomorrow?

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age							Social Class						Ethnicity		Decided to vote for?		UnWgt Total					
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE		White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	1003	807	617	591	739	722	695	632	112	468	524	220	332	451	93	127	175	157	169	282	128	280	342	167	214	622	381	859	136	381	364	1003	
Weighted Total	1003	780	596	572	723	703	677	612	118	480	512	282	328	393	107	175	163	159	234	109	258	355	194	196	613	390	870	125	364	375	1003		
Total voting	756	670	546	526	653	636	616	558	15	362	383	204	251	301	83	120	118	133	125	176	80	211	283	129	134	493	262	656	97	364	374	763	
Conservative	201	183	147	135	172	166	160	149	5	103	97	27	58	116	12	15	28	29	46	70	42	60	77	37	27	137	64	185	16	99	96	196	
Labour	360	320	268	257	319	313	303	271	5	168	190	123	125	112	47	77	54	70	46	66	17	111	115	67	68	226	134	292	65	185	167	362	
Liberal Democrats (Lib Dem)	64	49	39	39	50	48	48	42	-	22	40	20	24	20	13	7	9	14	10	10	6	14	28	10	12	42	22	59	5	23	40	64	
Scottish National Party (SNP)	25	24	22	22	22	22	22	22	1	15	10	8	10	7	2	6	6	4	4	3	1	1	12	6	7	13	12	23	2	20	5	30	
Plaid Cymru	6	6	6	6	6	6	6	6	-	2	3	1	2	3	-	1	1	1	-	3	*	1	4	1	-	6	1	6	-	5	2	10	
Green Party	52	46	36	36	46	42	40	37	1	27	21	21	15	17	7	14	9	6	10	7	4	16	24	4	9	40	13	45	7	13	38	47	
UKIP	3	1	-	1	2	2	2	1	*	1	1	1	1	1	-	1	1	-	-	1	1	1	2	-	*	3	*	2	1	2	1	4	
Independent candidate	2	2	2	2	2	2	2	2	-	-	2	-	2	-	-	-	2	-	-	-	-	1	-	-	2	1	2	-	-	2	2	2	
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK/The Brexit Party	34	31	23	25	30	30	30	25	*	17	17	1	10	24	*	*	4	6	8	16	9	6	15	5	8	21	13	34	-	16	18	41	
Other	8	8	2	2	4	4	4	2	2	6	2	1	5	2	1	-	5	*	1	*	-	*	6	*	1	6	2	7	1	2	6	7	
Conservative Lead over Labour	-159	-137	-121	-122	-147	-147	-143	-122	*	-65	-94	-96	-67	3	-35	-61	-26	-41	*	3	24	-51	-38	-30	-41	-89	-71	-107	-49	-86	-71	-166	
Undecided	88	49	35	33	47	44	42	36	20	40	48	31	31	26	7	24	18	13	9	17	12	20	29	25	14	49	39	75	13	-	-	80	
Would not vote	128	44	4	4	7	7	5	4	82	65	63	33	39	55	11	23	22	18	22	34	13	25	33	33	38	58	70	115	10	-	1	125	
Refused/Prefer not to answer	30	17	11	9	16	15	14	13	1	13	18	14	7	10	6	8	5	2	3	6	4	2	10	8	11	12	18	24	5	-	-	34	
Don't know	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1	1	-	1	-	-	1	-	1	-	-	1	1	

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

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29 Jan 2024

Table 2
V1A/B & V2. COMBINED VOTING INTENTION - WESTMINSTER - TOTAL
How do you intend to vote/which party inclined to support if a General Election tomorrow?

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications		Degree +
Unweighted Total	1003	196	362	64	205	567	401	444	556	205	340	301	380	305	681	218	329	221	138	844	97	284	268	72	146	177	469	357	1003
Weighted Total	1003	201	360	64	195	555	396	471	529	105	485	303	351	339	654	238	311	232	136	869	86	280	270	60	123	190	481	332	1003
Total voting	756	201	360	64	195	555	396	465	388	74	381	236	272	243	508	171	232	171	108	647	73	241	245	57	115	132	344	280	763
Conservative	201	201	-	-	-	-	201	89	110	10	89	56	113	30	169	47	77	44	18	175	15	166	2	3	3	55	88	58	196
	27%	100%	-	-s	-	-	51%	24%	28%	13%	23%	24%	42%	12%	33%	27%	33%	26%	16%	27%	20% s	69%	1%	5% s	3%	42%	26%	21%	26%
Labour	360	-	360	-	-	360	-	171	188	47	190	121	92	146	213	95	91	78	65	316	32	41	198	23	47	42	167	151	362
	48%	-	100%	-s	-	65%	-	47%	48%	63%	50%	51%	34%	60%	42%	55%	39%	46%	60%	49%	43% s	17%	81%	41% s	41%	32%	49%	54%	47%
Liberal Democrats (Lib Dem)	64	-	-	64	64	64	64	30	34	7	30	17	18	29	34	7	23	22	9	59	2	3	14	24	28	8	29	27	64
	8%	-	-	100% s	33%	11%	16%	8%	9%	9%	8%	7%	7%	12%	7%	4%	10%	13%	9%	9%	3% s	1%	6%	42% s	24%	6%	8%	10%	8%
Scottish National Party (SNP)	25	-	-	-s	25	25	25	17	8	3	14	10	10	6	19	-	2	-	1	3	22	-	3	1	19	3	17	5	30
	3%	-	-	-s	13%	5%	6%	5%	2%	4%	4%	4%	4%	2%	4%	-	1%	-	1%	*	30% s	-	1%	1% s	16%	2%	5%	2%	4%
Plaid Cymru	6	-	-	-s	6	6	6	4	3	*	3	3	3	-	5	-	6	-	-	-	-	-	3	*	4	1	2	3	10
	1%	-	-	-s	3%	1%	2%	1%	1%	1%	1%	1%	1%	-	1%	-	3%	-	-	-	-s	-	1%	1% s	3%	1%	1%	1%	1%
Green Party	52	-	-	-s	52	52	52	29	24	3	36	9	17	26	26	14	10	18	10	51	1	4	17	5	9	8	18	26	47
	7%	-	-	-s	27%	9%	13%	8%	6%	3%	9%	4%	6%	11%	5%	8%	4%	10%	9%	8%	1% s	2%	7%	8% s	8%	6%	5%	9%	6%
UKIP	3	-	-	-s	3	3	3	1	2	-	1	*	2	1	2	-	*	2	1	3	-	1	-	-s	-	-	3	-	4
	*	-	-	-s	2%	1%	1%	*	1%	-	*	*	1%	*	*	-	*	1%	1%	*	-s	*	-	-s	-	-	1%	-	1%
Independent candidate	2	-	-	-s	2	2	2	2	-	1	-	2	-	-	2	-	-	2	-	2	1	-	2	-	-	-	2	1	2
	*	-	-	-s	1%	*	1%	1%	-	1%	-	1%	-	-	*	-	-	1%	-	*	1% s	-	1%	-s	-	-	*	-	*
Scottish Socialist Party	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-	-	-	-	-
Reform UK/The Brexit Party	34	-	-	-s	34	34	34	15	19	4	11	12	16	6	28	7	17	5	4	31	1	23	1	1	4	14	14	6	41
	5%	-	-	-s	17%	6%	9%	4%	5%	6%	3%	5%	6%	2%	6%	4%	7%	3%	3%	5%	1% s	10%	1%	1% s	4%	11%	4%	2%	5%
Other	8	-	-	-s	8	8	8	2	*	7	6	1	-	8	2	5	*	1	7	-	-	1	6	*	1	1	3	3	7
	1%	-	-	-s	4%	1%	2%	2%	*	1%	2%	3%	1%	-	2%	1%	2%	*	1%	1%	-s	1%	2%	1% s	1%	1%	1%	1%	1%
Conservative Lead over Labour	-159	201	-360	0	0	-360	201	-82	-77	-37	-101	-65	21	-116	-45	-48	-13	-34	-47	-141	-17	125	-196	-21	-44	13	-79	-93	-166
	-21%	100%	-100%	0%s	0%	-65%	51%	-22%	-20%	-50%	-27%	-28%	8%	-48%	-9%	-28%	-6%	-20%	-44%	-22%	-23%s	52%	-80%	-37%s	-38%	10%	-23%	-33%	-22%
Undecided	88	-	-	-s	-	-	-	42	46	12	39	22	35	29	57	17	37	19	12	77	4	18	13	2	6	9	57	22	80
	9%	-	-	-s	-	-	-	9%	9%	12%	8%	7%	10%	9%	9%	7%	12%	8%	9%	9%	4% s	7%	5%	4% s	5%	5%	12%	7%	8%
Would not vote	128	-	-	-s	-	-	-	53	74	16	52	34	38	53	72	42	32	31	15	116	7	19	10	*	*	44	61	23	125
	13%	-	-	-s	-	-	-	11%	14%	15%	11%	11%	11%	16%	11%	18%	10%	13%	11%	13%	9% s	7%	4%	1% s	*	23%	13%	7%	12%
Refused/Prefer not to answer	30	-	-	-s	-	-	-	11	20	2	13	11	6	12	17	8	9	10	1	28	2	1	2	1	1	5	19	7	34
	3%	-	-	-s	-	-	-	2%	4%	2%	3%	4%	2%	4%	3%	3%	3%	5%	*	3%	2% s	*	1%	1% s	1%	2%	4%	2%	3%
Don't know	1	-	-	-s	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	1	-s	*	-	-s	-	*	-	-	1
	*	-	-	-s	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	*	-s	*	-	-s	-	*	-	-	*

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

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Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<https://www.ipsos.uk/politicalandsocialtrends>

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Table 3
V1A/B & V2. COMBINED VOTING INTENTION - WESTMINSTER - LIKELY TO VOTE
How do you intend to vote/which party inclined to support if a General Election tomorrow?

Base : All (9/10 certain to vote at LIKEV & Always/usually/depends at General Election vote frequency)

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age							Social Class						Ethnicity		Decided to vote for?		UnWgt Total			
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE		White	Ethnic minority	Definitely decided
Unweighted Total	617	617	617	581	617	617	617	-	285	324	95	216	306	27	68	95	121	114	192	86	200	226	90	101	426	191	546	68	327	226	617
Weighted Total	596	596	596	563	596	596	596	-	275	312	125	197	274	36	88	78	119	109	166	79	173	225	102	96	398	198	536	58	312	228	617
Total voting	546	546	546	518	546	546	546	-	249	289	113	184	248	34	79	74	110	101	147	66	160	209	91	86	369	177	493	50	312	228	560
Conservative	147	147	147	133	147	147	147	-	67	78	18	32	97	5	13	14	18	36	61	38	40	55	30	21	95	51	138	9	86	58	142
Labour	268	268	268	256	268	268	268	-	121	145	71	104	93	19	52	40	64	39	53	12	91	92	45	40	183	85	233	32	159	105	276
Liberal Democrats (Lib Dem)	39	39	39	38	39	39	39	-	15	24	2	21	16	1	8	13	7	9	5	11	14	4	9	26	13	38	1	17	22	40	
Scottish National Party (SNP)	22	22	22	22	22	22	22	-	14	7	6	9	6	1	5	5	4	3	3	1	1	12	5	4	13	9	20	1	18	4	25
Plaid Cymru	6	6	6	6	6	6	6	-	2	3	1	2	3	-	1	1	1	-	3	*	1	4	1	-	6	1	6	-	5	2	10
Green Party	36	36	36	35	36	36	36	-	14	18	12	9	15	6	6	3	6	10	5	2	10	21	1	4	30	6	30	6	11	25	33
UKIP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent candidate	2	2	2	2	2	2	2	-	-	2	-	-	-	-	-	2	-	-	-	-	1	-	-	2	1	2	2	-	2	2	2
Scottish Socialist Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK/The Brexit Party	23	23	23	23	23	23	23	-	13	10	-	5	18	-	3	2	5	13	8	5	8	5	5	13	10	23	-	15	8	29	
Other	2	2	2	2	2	2	2	-	1	1	1	1	-	1	*	-	-	-	-	-	*	2	-	-	2	-	2	1	1	3	
Conservative Lead over Labour	-121	-121	-121	-123	-121	-121	-121	0	-54	-67	-53	-72	4	-14	-40	-26	-46	-3	7	26	-50	-37	-15	-19	-88	-33	-95	-24	-74	-47	-134
Undecided	35	35	35	32	35	35	35	-	21	15	8	8	19	1	7	1	7	7	12	8	11	10	8	6	21	14	30	5	-	-	38
Would not vote	4	4	4	4	4	4	4	-	2	3	*	1	2	*	*	1	-	2	2	*	*	1	1	2	1	3	4	-	1	6	
Refused/Prefer not to answer	11	11	11	9	11	11	11	-	5	7	3	4	5	1	2	2	1	1	4	2	1	5	1	4	6	5	9	3	-	-	13
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 4
V1A/B & V2. COMBINED VOTING INTENTION - WESTMINSTER - LIKELY TO VOTE
How do you intend to vote/which party inclined to support if a General Election tomorrow?

Base : All (9/10 certain to vote at LIKEV & Always/usually/depends at General Election vote frequency)

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	617	142	276	40	142	418	284	273	341	129	203	195	277	139	472	141	188	130	88	501	70	207	208	67	132	82	266	269	617
Weighted Total	596	147	268	39	131	399	278	272	321	62	284	184	245	163	430	149	173	134	78	501	61	205	209	56	114	98	259	239	617
Total voting	546	147	268	39	131	399	278	251	292	54	268	172	224	147	396	135	152	126	72	457	60	190	199	54	108	90	234	222	560
Conservative	147	147	-	-	-	147	57	89	5	59	38	92	16	130	40	55	31	10	127	10	133	1	3	3	44	64	39	142	
	27%	100%	-	-s	-	53%	23%	30%	9%	22%	22%	41%	11%	33%	30%	36%	25%	15%	28%	17%	70%	*	5%	3%	49%	27%	18%	25%	
Labour	268	-	268	-	-	268	-	124	142	37	139	94	77	97	171	71	59	63	47	231	28	35	164	21	43	23	117	128	276
	49%	-	100%	-s	-	67%	-	49%	49%	69%	52%	55%	34%	66%	43%	53%	39%	50%	65%	51%	46%	18%	82%	39%	40%	25%	50%	58%	49%
Liberal Democrats (Lib Dem)	39	-	-	39	39	39	18	21	3	22	11	15	13	26	3	13	16	5	35	2	1	9	24	28	5	13	21	40	
	7%	-	-	100%	30%	10%	7%	7%	6%	8%	6%	7%	9%	7%	2%	9%	13%	7%	8%	4%	1%	5%	45%	26%	6%	5%	10%	7%	
Scottish National Party (SNP)	22	-	-	-s	17%	5%	8%	15	7	3	12	8	10	4	18	-	2	-	1	3	19	-	3	1	17	2	15	5	25
	4%	-	-	-s	17%	5%	8%	6%	2%	6%	4%	5%	4%	3%	4%	-	1%	-	2%	1%	31%	-	1%	1%	15%	2%	6%	2%	4%
Plaid Cymru	6	-	-	-s	5%	2%	2%	4	3	*	3	3	3	-	5	-	6	-	-	-	-	3	*	4	1	2	3	10	
	1%	-	-	-s	5%	2%	2%	1%	1%	1%	1%	2%	1%	-	1%	-	4%	-	-s	-	-	1%	1%	3%	1%	1%	1%	2%	
Green Party	36	-	-	-s	36	36	19	17	2	24	7	15	14	22	14	5	12	5	36	-	4	15	5	8	6	11	19	33	
	7%	-	-	-s	28%	9%	13%	8%	6%	4%	9%	4%	7%	10%	6%	10%	3%	10%	7%	8%	-s	2%	8%	8%	8%	7%	5%	9%	6%
UKIP	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-	-s	-	-s	-	-	-	-	-	-
Independent candidate	2	-	-	-s	2	2	2	2	-	1	-	2	-	-	2	-	-	2	-	2	1	-	2	-	-	-	2	1	2
	*	-	-	-s	2%	1%	1%	1%	-	1%	-	1%	-	-	1%	-	-	1%	-s	-	1%	-	1%	-s	-	-s	1%	*	*
Scottish Socialist Party	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-	-	-	-s	-	-	-	-	-	-
Reform UK/The Brexit Party	23	-	-	-s	23	23	9	14	3	7	7	12	4	19	7	10	2	4	21	1	17	1	1	4	9	10	4	29	
	4%	-	-	-s	18%	6%	8%	4%	5%	2%	4%	5%	3%	5%	5%	7%	1%	5%	5%	1%	9%	1%	1%	4%	10%	4%	2%	5%	
Other	2	-	-	-s	2	2	2	2	*	2	2	*	-	2	*	1	-	1	2	*	*	1	-	1	-	2	1	3	
	*	-	-	-s	2%	1%	1%	1%	*	1%	1%	*	-	1%	*	1%	-	1%	2	*	-s	*	1%	-s	1%	-s	1%	*	1%
Conservative Lead over Labour	-121	147	-268	0	0	-268	147	-67	-54	-33	-80	-57	16	-81	-41	-31	-4	-32	-36	-104	-18	98	-163	-18	-39	21	-53	-89	-134
	-22%	100%	-100%	0%	0%	-67%	53%	-27%	-18%	-60%	-30%	-33%	7%	-55%	-10%	-23%	-3%	-26%	-50%	-23%	-29%	52%	-82%	-34%	-36%	24%	-23%	-40%	-24%
Undecided	35	-	-	-s	-	-	17	18	7	13	10	15	10	25	9	17	3	5	31	1	13	7	1	5	5	19	12	38	
	6%	-	-	-s	-	-	6%	6%	11%	4%	5%	6%	6%	6%	6%	10%	2%	7%	6%	1%	6%	3%	2%	5%	5%	7%	5%	6%	
Would not vote	4	-	-	-s	-	-	1	3	1	-	-	2	2	2	1	1	2	*	4	-	2	1	-	-	1	2	1	6	
	1%	-	-	-s	-	-	*	1%	2%	-	-	1%	1%	1%	1%	1%	*	1%	s	1%	1%	*	-s	-	1%	1%	*	1%	
Refused/Prefer not to answer	11	-	-	-s	-	-	3	8	-	3	3	4	4	7	4	3	3	1	10	*	*	2	1	1	2	4	5	13	
	2%	-	-	-s	-	-	1%	3%	-	1%	2%	2%	2%	2%	3%	2%	2%	1%	2%	1%	*	1%	1%	1%	2%	2%	2%	2%	
Don't know	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-	-s	-	-	-s	-	-	-	-	-	

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

29 Jan 2024

Table 5
V1A/B. How do you intend to vote if a General Election tomorrow?

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind		
Unweighted Total	1003	807	617	591	739	722	695	632	112	468	524	220	332	451	93	127	175	157	169	282	128	280	342	167	214	622	381	859	136	381	364	1003	
Weighted Total	1003	780	596	572	723	703	677	612	118	480	512	282	328	393	107	175	163	165	159	234	109	258	355	194	196	613	390	870	125	364	375	1003	
Conservative	159 16%	147 19%	123 21%	113 20%	140 19%	137 19%	133 20%	125 20%	5 5%	82 17%	75 15%	24 9%	44 13%	90 23%	10 9%	14 8%	19 12%	25 15%	37 23%	53 34%	37 23%	46 18%	60 17%	32 17%	21 11%	105 17%	53 14%	147 17%	12 9%	93 26%	63 17%	151 15%	
Labour	317 32%	285 37%	246 41%	236 41%	285 40%	282 40%	271 40%	250 41%	4 3%	150 31%	164 32%	111 39%	113 35%	93 24%	44 41%	67 38%	47 29%	67 41%	37 23%	56 24%	14 13%	99 38%	105 30%	54 28%	59 30%	204 33%	113 29%	259 30%	55 44%	184 50%	128 34%	314 31%	
Liberal Democrats (Lib Dem)	52 5%	42 5%	34 6%	34 6%	42 6%	42 6%	42 6%	36 6%	-	18 4%	34 7%	13 5%	24 7%	15 4%	7 7%	6 3%	9 6%	14 9%	7 5%	8 3%	4 3%	12 5%	23 6%	5 3%	12 6%	35 6%	17 4%	47 5%	5 4%	22 6%	29 8%	52 5%	
Scottish National Party (SNP)	24 2%	23 3%	21 3%	21 4%	21 3%	21 3%	21 3%	21 3%	1 1%	14 3%	10 2%	8 3%	9 3%	7 2%	2 2%	6 3%	6 4%	3 2%	4 3%	3 1%	1 1%	1 6%	11 3%	6 3%	7 3%	12 2%	12 3%	22 3%	2 2%	20 5%	4 1%	29 3%	
Plaid Cymru	6 1%	6 1%	6 1%	6 1%	6 1%	6 1%	6 1%	6 1%	-	2 *	2 *	1 1%	2 1%	2 1%	- s	1 1%	1 1%	1 1%	-	2 *	-	1 *	4 1%	-	-	-	6 1%	-	6 1%	-	4 1%	2 *	9 1%
Green Party	46 5%	42 5%	33 6%	34 6%	42 6%	38 5%	36 5%	34 6%	-	23 5%	20 4%	17 6%	14 4%	15 4%	7 7%	10 6%	8 5%	6 4%	10 6%	5 2%	1 1%	14 6%	22 6%	3 1%	7 4%	36 6%	10 3%	41 5%	5 4%	13 4%	33 9%	39 4%	
UKIP	2 *	1 *	-	1 *	2 *	2 *	2 *	1 *	-	-	1 *	1 *	1 *	-	1 *	-	-	-	-	1 *	1 1%	1 1%	1 *	-	-	2 *	-	1 *	1 1%	2 *	-	3 *	
Independent candidate	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	-	-	2 *	-	-	-	-	-	2 *	-	-	-	-	-	-	-	2 *	-	2 *	-	-	2 *	1 *	-	
Reform UK/The Brexit Party	26 3%	26 3%	21 4%	21 4%	24 3%	24 3%	24 4%	21 3%	-	13 3%	13 2%	5 1%	21 5%	-	-	1 s	3 1%	7 2%	15 4%	8 6%	8 7%	4 2%	13 4%	4 2%	5 3%	17 3%	9 2%	26 3%	-	16 4%	10 3%	32 3%	
Other	5 1%	5 1%	2 *	2 *	4 *	4 1%	4 1%	2 *	2 1%	3 1%	2 *	1 1%	2 1%	2 1%	1 1%	-	2 *	1 *	-	-	-	4 *	1 *	1 *	4 1%	2 *	5 1%	1 1%	2 1%	3 1%	6 1%		
Undecided	205 20%	134 17%	91 15%	87 15%	128 18%	120 17%	114 17%	95 16%	22 19%	89 19%	115 22%	61 22%	63 19%	81 21%	20 18%	42 24%	39 15%	24 20%	32 21%	49 24%	26 24%	51 20%	68 19%	50 26%	37 19%	119 19%	87 22%	177 20%	28 22%	6 2%	96 26%	204 20%	
Would not vote	122 12%	41 5%	2 *	3 *	4 1%	4 1%	4 1%	3 *	80 68%	63 13%	58 11%	32 12%	38 11%	52 13%	10 9%	23 13%	22 13%	16 10%	20 13%	32 14%	11 10%	25 10%	29 8%	31 16%	38 19%	54 9%	68 17%	109 12%	10 8%	-	-	118 12%	
Refused/Prefer not to answer	38 4%	28 4%	16 3%	14 2%	22 3%	21 3%	21 3%	18 3%	3 3%	20 4%	17 3%	11 4%	12 4%	15 4%	5 5%	6 3%	7 4%	5 3%	4 3%	11 5%	5 5%	5 2%	15 4%	10 5%	7 3%	21 3%	17 4%	29 3%	7 6%	2 1%	5 1%	45 4%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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Ipsos Political Monitor - January 2024

29 Jan 2024

Table 6

V1A/B. How do you intend to vote if a General Election tomorrow?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1003	196	362	64	205	567	401	444	556	205	340	301	380	305	681	218	329	221	138	844	97	284	268	72	146	177	469	357	1003
Weighted Total	1003	201	360	64	195	555	396	471	529	105	485	303	351	339	654	238	311	232	136	869	86	280	270	60	123	190	481	332	1003
Conservative	159 16%	159 79%	-	-s	-	-	159 40%	72 15%	85 16%	7 7%	73 15%	44 14%	87 25%	26 8%	131 20%	38 16%	60 19%	32 14%	16 12%	136 16%	13 15%	135 48%	1 1%	1 2%	2 2%	42 22%	78 16%	38 11%	151
Labour	317 32%	-	317 88%	-s	-	317 57%	-	155 33%	160 30%	42 40%	167 34%	107 35%	81 23%	128 38%	188 29%	77 33%	80 26%	69 30%	60 44%	275 32%	30 35%	38 14%	181 67%	22 37%	42 35%	31 16%	147 31%	139 42%	314
Liberal Democrats (Lib Dem)	52 5%	-	-	52 82%	52 27%	52 9%	52 13%	23 5%	29 6%	3 3%	26 5%	14 5%	13 4%	25 7%	27 4%	6 2%	17 5%	19 8%	9 6%	48 5%	2 2%	2 1%	14 5%	23 38%	24 19%	6 3%	19 4%	27 8%	52
Scottish National Party (SNP)	24 2%	-	-	-s	24 12%	24 4%	24 6%	16 3%	8 2%	3 3%	13 3%	10 3%	9 3%	6 2%	18 3%	-	1 *	-	1 1%	2 *	22 26%	-	2 1%	1 1%	19 15%	3 1%	16 3%	5 2%	29
Plaid Cymru	6 1%	-	-	-s	6 3%	6 1%	6 1%	4 1%	2 *	* *	3 1%	3 1%	2 1%	-	5 1%	-	6 2%	-	-	-	-	-	3 1%	* 1%	3 2%	1 *	1 *	3 1%	9
Green Party	46 5%	-	-	-s	46 24%	46 8%	46 12%	25 5%	21 4%	2 2%	33 7%	7 2%	16 4%	24 7%	22 3%	14 6%	7 2%	15 6%	10 7%	45 5%	1 1%	4 1%	14 5%	5 8%	9 7%	6 3%	15 3%	25 8%	39
UKIP	2 *	-	-	-s	2 1%	2 *	2 1%	-	2 *	-	-	* *	2 *	-	2 *	-	* *	1 1%	1 1%	2 *	-s	-	-	-s	-	-	2 *	-	3
Independent candidate	2 *	-	-	-s	2 1%	2 *	2 1%	2 *	-	-	-	2 1%	-	-	2 *	-	-	2 1%	-	2 *	-s	-	2 1%	-s	-	-	2 *	-	1
Reform UK/The Brexit Party	26 3%	-	-	-s	26 13%	26 5%	26 7%	11 2%	15 3%	3 3%	8 2%	9 3%	12 4%	4 1%	22 3%	6 3%	11 3%	5 2%	4 3%	23 3%	1 1%	21 8%	-	1 1%	4 3%	12 7%	9 2%	4 1%	32
Other	5 1%	-	-	-s	5 3%	5 1%	5 1%	5 1%	* *	* *	5 1%	4 1%	1 *	-	5 1%	2 1%	3 1%	* *	1 *	4 *	-s	1 1%	3 1%	* 1%	1 1%	3 1%	1 *	6	
Undecided	205 20%	40 20%	38 11%	12 18%	31 16%	69 12%	71 18%	88 19%	117 22%	23 22%	92 19%	60 20%	81 23%	60 18%	141 22%	46 19%	85 27%	46 20%	21 15%	187 21%	8 9%	57 20%	35 13%	7 11%	17 14%	39 21%	110 23%	56 17%	204
Would not vote	122 12%	-	-	-s	-	-	-	52 11%	69 13%	16 15%	51 10%	34 11%	34 10%	53 16%	68 10%	40 17%	30 10%	31 13%	14 10%	110 13%	7 9%	18 6%	10 4%	-s	-	41 22%	58 12%	22 7%	118
Refused/Prefer not to answer	38 4%	2 1%	5 1%	-s	1 *	6 1%	3 1%	18 4%	20 4%	4 4%	15 3%	10 3%	12 4%	14 4%	22 3%	11 4%	12 4%	13 5%	1 *	35 4%	2 2%	3 1%	5 2%	1 1%	2 2%	7 4%	19 4%	11 3%	45
Don't know	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-	-	-s	-	-	-	-	-

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<https://www.ipsos.uk/politicalandsocialtrends>

Ipsos Political Monitor - January 2024

Table 7

V2. Which party are you most inclined to support? (if a General Election tomorrow)

Base : All undecided or prefer not to answer (V1a/b)

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age							Social Class						Ethnicity		Decided to vote for?		UnWgt Total					
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White		Ethnic minority	Definitely decided	May change mind		
Unweighted Total	249	188	123	115	165	158	150	129	20	107	139	58	76	115	23	35	44	32	41	74	35	65	87	46	51	152	97	212	35	11	108	249		
Weighted Total	243	162	107	101	150	141	135	113	26	109	132	72	75	96	25	47	47	29	36	60	31	56	84	60	43	139	104	206	35	9	101	249		
Conservative	42 17%	36 22%	24 23%	23 22%	31 21%	29 21%	27 20%	25 22%	-s	21 19%	21 16%	3 4%	14 18%	25 26%	2 8%	1 3%	9 19%	5 17%	9 24%	17 28%	5 16%	14 25%	18 21%	4 7%	6 14%	32 23%	10 10%	38 18%	4 12%	6 65%	33 32%	45 18%		
Labour	43 18%	35 21%	22 20%	21 21%	33 22%	31 22%	31 23%	22 19%	2 6%	17 16%	26 20%	13 18%	11 15%	20 20%	3 12%	10 21%	7 16%	4 13%	9 26%	10 17%	3 9%	12 22%	9 11%	13 22%	9 20%	22 16%	22 21%	33 16%	10 30%	1 4%	39 11%	48 5%	19%	
Liberal Democrats (Lib Dem)	12 5%	7 4%	5 5%	5 5%	7 4%	6 5%	6 5%	6 5%	-s	4 4%	6 5%	6 9%	-s	5 5%	6 23%	1 2%	-s	-s	3 8%	2 4%	2 7%	2 4%	5 6%	4 7%	-s	7 5%	5 5%	12 6%	-s	-s	4 4%	11 11%	12 5%	
Scottish National Party	1 *	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-s	1 1%	-s	-s	1 1%	-s	-s	-s	1 3%	-s	-s	-s	-s	-s	1 1%	-s	-s	-s	1 1%	-s	1 *	-s	-s	1 1%	1 *	
Plaid Cymru	1 *	1 *	1 1%	1 1%	1 *	1 1%	1 1%	1 1%	-s	-s	1 1%	-s	-s	1 1%	-s	-s	-s	-s	-s	1 1%	-s	-s	-s	1 1%	-s	-s	1 1%	-s	1 *	-s	-s	1 8%	-s	1 *
Green Party	6 3%	5 3%	3 3%	2 2%	4 3%	4 3%	4 3%	3 3%	1 3%	4 4%	2 1%	4 5%	2 *	2 2%	4 8%	1 1%	-s	-s	2 4%	2 7%	2 3%	2 3%	2 2%	1 4%	2 3%	3 3%	4 2%	2 7%	3 2%	4 7%	2 3%	5 5%	8 3%	
UKIP	1 *	-s	-s	-s	-s	-s	-s	-s	-s	1 1%	-s	-s	1 1%	-s	-s	1 2%	-s	-s	-s	-s	-s	-s	1 1%	-s	-s	1 1%	-s	1 *	-s	-s	1 1%	1 *		
Independent candidate	1 *	1 *	1 1%	1 1%	1 *	1 *	1 1%	1 1%	-s	-s	1 1%	-s	1 1%	-s	-s	-s	1 2%	-s	-s	-s	-s	1 1%	-s	-s	-s	1 1%	-s	1 *	-s	-s	1 1%	1 *		
Reform UK/The Brexit Party	8 3%	6 3%	2 2%	4 4%	6 4%	6 4%	4 4%	4 4%	1 1%	4 4%	3 3%	5 *	2 3%	2 1%	3 1%	2 1%	1 1%	1 1%	2 2%	3 3%	1 2%	2 5%	3 4%	1 5%	2 3%	5 3%	4 3%	8 4%	1 7%	7 7%	9 4%	4%		
Other	3 1%	3 2%	-s	-s	-s	-s	-s	-s	-s	3 2%	-s	3 4%	-s	-s	-s	3 6%	-s	-s	-s	-s	-s	-s	3 3%	-s	-s	3 2%	-s	3 1%	-s	-s	3 3%	1 *		
Undecided	88 36%	49 30%	35 33%	33 33%	47 31%	44 31%	42 31%	36 32%	20 77%	40 37%	48 36%	31 43%	31 41%	26 27%	7 29%	24 50%	18 39%	13 44%	9 25%	17 29%	12 38%	20 37%	29 35%	25 42%	14 32%	49 35%	39 38%	75 36%	13 37%	-s	-s	80 32%		
Would not vote	6 3%	3 2%	2 2%	2 2%	3 2%	3 2%	2 1%	2 2%	7 8%	1 1%	5 4%	2 1%	2 2%	4 4%	1 -s	-s	2 6%	2 4%	2 3%	2 7%	2 3%	4 1%	4 4%	2 3%	2 -s	4 3%	2 2%	6 3%	-s	-s	1 1%	7 3%		
Prefer not to answer/ Refusal	30 13%	17 10%	11 10%	9 8%	16 11%	15 11%	14 11%	13 11%	1 4%	13 11%	18 14%	14 19%	7 9%	10 10%	6 24%	8 16%	5 11%	2 7%	3 9%	6 11%	4 12%	2 4%	10 12%	8 13%	11 25%	12 9%	18 18%	24 12%	5 15%	-s	-s	34 14%		
Don't know	1 *	1 *	-s	-s	-s	-s	-s	-s	-s	-s	1 *	-s	1 1%	-s	-s	-s	-s	-s	-s	1 1%	1 1%	-s	1 1%	-s	-s	1 *	-s	1 *	-s	1 1%	1 *			

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
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Ipsos Political Monitor - January 2024

29 Jan 2024

Table 8

V2. Which party are you most inclined to support? (if a General Election tomorrow)

Base : All undecided or prefer not to answer (V1a/b)

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.		
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications		Degree +	
Unweighted Total	249	45	48	12	34	82	79	107	141	51	78	71	98	71	169	57	99	56	23	223	14	73	40	11	24	46	130	73	249	
Weighted Total	243	42	43	12	32	75	74	106	137	26	108	70	93	73	164	56	97	59	21	221	10	60	41	7	19	46	129	67	249	
Conservative	42 17%	42 100%	-s	-s	-s	-s	57%	17 16%	25 18%	2 9%	17 15%	12 17%	26 28%	4 6%	38 23%	10 17%	17 17%	12 20%	2 9%	39 17%	2 22%	32 53%	1 2%	1 7%	1 7%	12 27%	10 8%	20 29%	45 18%	
Labour	43 18%	-s	43 100%	-s	-s	58%	-s	16 15%	28 20%	4 16%	24 22%	14 20%	11 11%	17 24%	25 15%	17 31%	11 11%	9 15%	5 24%	40 18%	2 16%	3 5%	17 42%	1 17%	5 25%	11 24%	20 16%	12 18%	48 19%	
Liberal Democrats (Lib Dem)	12 5%	-s	-s	12 100%	12 37%	12 16%	12 16%	7 7%	5 3%	4 14%	3 3%	3 4%	5 5%	4 6%	7 5%	1 2%	7 7%	3 6%	1 3%	12 5%	-s	1 1%	-s	2 21%	4 24%	2 5%	9 7%	-s	12 5%	
Scottish National Party	1 *	-s	-s	-s	1 3%	1 1%	1 1%	1 1%	-	-s	1 1%	-	1 1%	-	1 1%	-s	1 1%	-s	-s	*	1 *	-s	1 2%	-s	-s	-s	1 4%	-s	1 1%	1 *
Plaid Cymru	1 *	-s	-s	-s	1 2%	1 1%	1 1%	-	1 1%	-s	-s	-s	1 1%	-s	*	-s	1 1%	-s	-s	-s	-s	-s	-s	-s	-s	4 4%	-s	1 1%	-s	1 *
Green Party	6 3%	-s	-s	-s	6 19%	6 8%	6 8%	3 3%	3 2%	* 1%	3 3%	2 3%	2 2%	3 3%	4 2%	-s	3 3%	3 5%	* 1%	6 3%	-s	-s	3 7%	-s	-s	2 4%	4 3%	1 1%	8 3%	
UKIP	1 *	-s	-s	-s	1 3%	1 1%	1 1%	1 1%	-	-s	1 1%	-s	-s	1 1%	-	-s	-s	1 2%	-s	*	1 *	-s	1 2%	-s	-s	-s	1 1%	-s	1 *	
Independent candidate	1 *	-s	-s	-s	1 2%	1 1%	1 1%	1 1%	-	1 3%	-	1 1%	-	-s	1 *	-s	-s	-s	-s	-s	1 7%	-s	-s	-s	-s	-s	-s	1 1%	1 *	
Reform UK/The Brexit Party	8 3%	-s	-s	-s	8 25%	8 11%	8 11%	4 4%	4 3%	1 3%	4 3%	3 4%	4 4%	2 2%	6 4%	2 2%	6 6%	1 1%	-s	8 4%	-s	2 3%	1 4%	-s	-s	2 4%	5 4%	2 2%	9 4%	
Other	3 1%	-s	-s	-s	3 8%	3 4%	3 4%	3 3%	-	-s	3 2%	3 4%	-s	-s	3 2%	-s	3 3%	-s	-s	3 1%	-s	-s	3 7%	-s	-s	-s	-s	3 4%	1 *	
Undecided	88 36%	-s	-s	-s	-s	-s	-s	42 40%	46 34%	12 47%	39 36%	22 32%	35 37%	29 40%	57 35%	17 30%	37 38%	19 33%	12 55%	77 35%	4 38%	18 31%	13 31%	2 29%	6 34%	9 19%	57 44%	22 33%	80 32%	
Would not vote	6 3%	-s	-s	-s	-s	-s	-s	1 1%	5 4%	-	1 1%	-	4 4%	1 1%	4 2%	2 4%	3 3%	* 1%	1 4%	6 3%	-s	1 2%	-s	* 6%	* 2%	3 7%	3 2%	1 1%	7 3%	
Prefer not to answer/ Refusal	30 13%	-s	-s	-s	-s	-s	-s	11 10%	20 15%	2 8%	13 12%	11 16%	6 7%	12 16%	17 11%	8 15%	9 10%	10 18%	1 3%	28 13%	2 17%	1 2%	2 10%	1 4%	1 10%	5 15%	19 10%	7 10%	34 14%	
Don't know	1 *	-s	-s	-s	-s	-s	-s	-	1 *	-s	-s	-s	-s	1 1%	-	-s	1 1%	-s	-s	1 *	-s	1 1%	-s	-s	-s	1 1%	-s	1 *		

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
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 Source : Ipsos J24-003060-01
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Ipsos Political Monitor - January 2024

Table 9
(LIKEV). And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided		May change mind
Unweighted Total	1003	807	617	591	739	722	695	632	112	468	524	220	332	451	93	127	175	157	169	282	128	280	342	167	214	622	381	859	136	381	364	1003
Weighted Total	1003	780	596	572	723	703	677	612	118	480	512	282	328	393	107	175	163	165	159	234	109	258	355	194	196	613	390	870	125	364	375	1003
1 - Absolutely certain not to vote	118	31	-	-	-	-	-	-	118	53	64	30	42	46	9	22	21	21	16	30	10	22	29	35	32	51	67	102	13	4	9	112
	12%	4%	-	-	-	-	-	-	100%	11%	13%	11%	13%	12%	8% s	12%	13%	13%	10%	13%	9%	9%	8%	18%	16%	8%	17%	12%	10%	1%	2%	11%
2	16	5	-	-	-	-	-	-	-	10	6	8	4	3	3	5	-	4	2	1	1	1	10	4	2	10	6	14	2	3	6	16
	2%	1%	-	-	-	-	-	-	-	2%	1%	3%	1%	1%	3% s	3%	-	3%	1%	1%	1%	*	3%	2%	1%	2%	1%	2%	2%	1%	2%	2%
3	26	14	-	-	-	-	-	-	-	20	6	16	5	6	9	7	5	-	1	4	2	4	6	7	10	10	16	24	2	2	5	19
	3%	2%	-	-	-	-	-	-	-	4%	1%	6%	2%	1%	8% s	4%	3%	-	1%	2%	2%	2%	2%	3%	5%	2%	4%	3%	2%	*	1%	2%
4	20	6	-	-	-	-	-	-	-	10	10	12	5	3	3	9	5	1	1	1	-	1	9	4	7	10	10	17	3	1	12	17
	2%	1%	-	-	-	-	-	-	-	2%	2%	4%	2%	1%	3% s	5%	3%	*	1%	1%	-	*	3%	2%	3%	2%	3%	2%	2%	*	3%	2%
5	83	36	-	-	-	-	-	-	-	35	48	32	26	26	17	15	19	7	11	15	8	18	30	18	16	49	35	67	15	13	41	83
	8%	5%	-	-	-	-	-	-	-	7%	9%	11%	8%	7%	16% s	8%	12%	4%	7%	7%	8%	7%	9%	9%	8%	8%	9%	8%	12%	4%	11%	8%
6	20	15	-	-	20	-	-	-	-	13	5	13	3	4	3	11	3	-	2	1	-	4	8	2	6	11	9	17	3	2	13	17
	2%	2%	-	-	3%	-	-	-	-	3%	1%	5%	1%	1%	2% s	6%	2%	-	1%	1%	-	1%	2%	1%	3%	2%	2%	2%	2%	1%	3%	2%
7	25	16	-	-	25	25	-	-	-	15	10	8	12	5	4	9	3	4	1	*	*	4	11	4	6	16	9	18	7	3	16	27
	2%	2%	-	-	3%	4%	-	-	-	3%	2%	3%	4%	1%	4% s	2%	6%	2%	3%	*	*	2%	3%	2%	3%	2%	2%	2%	5%	1%	4%	3%
8	66	53	-	-	66	66	66	-	-	31	35	23	24	19	16	7	16	8	10	9	6	21	16	14	14	38	28	49	17	18	37	63
	7%	7%	-	-	9%	9%	10%	-	-	6%	7%	8%	7%	5%	15% s	4%	10%	5%	6%	4%	5%	8%	5%	7%	7%	6%	7%	6%	14%	5%	10%	6%
9	40	33	33	-	40	40	40	40	-	19	21	19	5	16	3	15	4	1	8	8	2	15	15	6	5	29	11	30	8	19	11	41
	4%	4%	6%	-	6%	6%	6%	7%	-	4%	4%	7%	2%	4%	3% s	9%	2%	1%	5%	3%	2%	6%	4%	3%	2%	5%	3%	3%	7%	5%	3%	4%
10 - Absolutely certain to vote	572	563	563	572	572	572	572	572	-	264	299	117	197	258	38	79	76	121	101	158	76	162	220	96	95	381	191	516	53	299	224	591
	57%	72%	94%	100%	79%	81%	84%	93%	-	55%	58%	42%	60%	66%	35% s	45%	47%	73%	63%	67%	70%	63%	62%	49%	48%	62%	49%	59%	43%	82%	60%	59%
Don't know	13	5	-	-	-	-	-	-	-	7	6	3	3	7	1	2	3	-	2	5	3	5	2	2	5	7	6	10	3	-	2	13
	1%	1%	-	-	-	-	-	-	-	1%	1%	1%	1%	2%	1% s	1%	2%	-	1%	2%	3%	2%	*	1%	2%	1%	2%	1%	2%	-	1%	1%
Prefer not to answer	5	2	-	-	-	-	-	-	-	3	2	1	3	1	1	-	3	-	1	-	-	2	-	3	-	2	3	5	-	-	-	4
	*	*	-	-	-	-	-	-	-	1%	*	*	1%	*	1% s	-	2%	-	1%	-	-	1%	-	2%	-	*	1%	1%	-	-	-	*

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Ipsos Political Monitor - January 2024

Table 10
(LIKEV). And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1003	196	362	64	205	567	401	444	556	205	340	301	380	305	681	218	329	221	138	844	97	284	268	72	146	177	469	357	1003
Weighted Total	1003	201	360	64	195	555	396	471	529	105	485	303	351	339	654	238	311	232	136	869	86	280	270	60	123	190	481	332	1003
1 - Absolutely certain not to vote	118 12%	5 3%	5 2%	- s	4 2%	10 2%	10 2%	57 12%	61 11%	10 10%	54 11%	31 10%	37 10%	49 14%	67 10%	40 17%	27 9%	29 12%	15 11%	107 12%	8 10%	10 4%	10 4%	* 1%	2 2%	39 21%	60 13%	18 5%	112
2	16 2%	3 1%	3 1%	3 5%	4 2%	7 1%	6 2%	5 1%	11 2%	1 1%	8 2%	3 1%	4 1%	8 2%	7 1%	5 2%	4 1%	6 3%	- -	15 2%	1 1%	3 1%	1 *	- -s	- -	3 2%	8 2%	5 1%	16
3	26 3%	2 1%	6 2%	- s	1 *	6 1%	3 1%	9 2%	17 3%	2 2%	12 2%	4 1%	5 1%	17 5%	10 1%	2 1%	11 3%	5 2%	9 7%	26 3%	- -s	4 2%	2 1%	- -s	* *	5 2%	18 4%	4 1%	19
4	20 2%	- -	6 2%	2 3%	7 4%	13 2%	7 2%	11 2%	9 2%	2 2%	16 3%	10 3%	1 *	8 2%	11 2%	1 *	13 4%	4 2%	1 1%	19 2%	1 2%	2 1%	7 2%	- -s	1 1%	1 1%	13 3%	6 2%	17
5	83 8%	17 9%	21 6%	9 14%	15 8%	36 7%	32 8%	36 8%	47 9%	9 9%	36 7%	22 7%	24 7%	37 11%	46 7%	14 6%	36 12%	20 9%	9 7%	73 8%	4 5%	24 9%	15 6%	2 3%	4 3%	20 11%	47 10%	16 5%	83
6	20 2%	6 3%	5 1%	2 2%	6 3%	11 2%	12 3%	13 3%	7 1%	1 1%	12 3%	7 2%	5 2%	7 2%	13 2%	4 2%	6 2%	3 1%	5 3%	17 2%	2 3%	5 2%	4 1%	- -s	- *	1 1%	7 1%	12 4%	17
7	25 2%	6 3%	11 3%	- s	3 1%	14 2%	9 2%	13 3%	12 2%	6 5%	13 3%	8 3%	2 1%	14 4%	10 2%	6 3%	7 2%	4 2%	3 2%	19 2%	5 6%	5 2%	3 1%	2 3%	2 1%	2 1%	15 3%	7 2%	27
8	66 7%	10 5%	31 9%	6 9%	16 8%	47 8%	26 7%	36 8%	29 6%	6 6%	37 8%	25 8%	17 5%	23 7%	42 6%	13 6%	28 9%	12 5%	9 7%	58 7%	3 4%	19 7%	17 6%	- -s	1 1%	14 7%	31 6%	21 6%	63
9	40 4%	14 7%	14 4%	3 5%	4 2%	19 3%	19 5%	20 4%	19 4%	5 5%	18 4%	11 4%	15 4%	14 4%	26 4%	9 4%	11 4%	9 4%	11 8%	40 5%	- -s	23 8%	6 2%	1 2%	1 1%	1 1%	28 6%	10 3%	41
10 - Absolutely certain to vote	572 57%	135 67%	257 71%	39 61%	133 68%	391 70%	268 68%	263 56%	306 58%	60 57%	274 57%	179 59%	235 67%	155 46%	414 63%	142 60%	166 54%	130 56%	73 54%	477 55%	61 71%	182 65%	205 76%	55 92%	112 91%	98 52%	241 50%	232 70%	591
Don't know	13 1%	1 1%	- -	- -s	2 1%	2 *	3 1%	3 1%	10 2%	1 1%	2 *	1 *	6 2%	4 1%	8 1%	3 1%	4 1%	6 3%	- -	13 1%	- -s	3 1%	1 *	- -s	- -	5 3%	7 2%	- -	13
Prefer not to answer	5 *	- -	- -	- -s	- -	- -	- -	5 1%	- -	1 1%	3 1%	1 *	- -	4 1%	1 *	- -	- -	5 2%	- -	5 1%	- -s	- -	- -	- -s	- -	- -	4 1%	1 *	4

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
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 Source : Ipsos J24-003060-01
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Ipsos Political Monitor - January 2024

Table 11
(SEP23)Q2A. Have you definitely decided to vote for (party at V11 A/B/2) or is there a chance you may change your mind before you vote?

Base : All giving a voting intention

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	763	684	560	538	659	645	625	571	19	357	396	157	259	347	68	89	134	125	129	218	96	230	266	114	153	496	267	653	106	381	362	763
Weighted Total	756	670	546	526	653	636	616	558	15	362	383	204	251	301	83	120	118	133	125	176	80	211	283	129	134	493	262	656	97	364	374	763
Definitely decided	364	343	312	299	341	339	336	318	4	178	180	85	109	170	33	52	50	60	67	103	42	104	131	62	67	234	130	320	44	364	-	381
	48%	51%	57%	57%	52%	53%	54%	57%	27% s	49%	47%	42%	44%	56%	39% s	44% s	42%	45%	53%	58%	53% s	49%	46%	48%	50%	48%	49%	49%	45%	100%	-	50%
May change mind	374	311	228	223	300	287	271	234	9	176	194	115	137	122	48	66	65	72	58	64	34	105	149	59	62	254	120	320	51	-	374	362
	49%	46%	42%	42%	46%	45%	44%	42%	57% s	49%	51%	56%	55%	40%	58% s	55% s	55%	54%	46%	36%	43% s	50%	53%	46%	46%	51%	46%	49%	53%	-	100%	47%
Don't know	18	16	6	4	11	10	9	6	2	8	9	4	4	10	2	2	4	1	1	9	3	2	3	8	5	5	12	15	2	-	-	20
	2%	2%	1%	1%	2%	2%	1%	1%	16% s	2%	2%	2%	2%	3%	3% s	1% s	3%	*	*	5%	4% s	1%	1%	6%	4%	1%	5%	2%	3%	-	-	3%

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

Table 12
(SEP23)Q2A. Have you definitely decided to vote for (party at V11 A/B/2) or is there a chance you may change your mind before you vote?

Base : All giving a voting intention

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	763	196	362	64	205	567	401	341	419	149	266	240	302	212	542	160	244	165	111	630	83	238	243	67	135	121	339	303	763
Weighted Total	756	201	360	64	195	555	396	365	388	74	381	236	272	243	508	171	232	171	108	647	73	241	245	57	115	132	344	280	763
Definitely decided	364	99	185	23	81	265	179	175	188	38	169	108	147	106	255	102	93	70	59	303	40	120	140	22	58	66	179	120	381
	48%	49%	51%	35% s	41%	48%	45%	48%	49%	51%	44%	46%	54%	44%	50%	59%	40%	41%	55%	47%	55% s	50%	57%	38% s	50%	50%	52%	43%	50%
May change mind	374	96	167	40	112	278	208	188	185	35	206	126	115	133	241	67	127	99	49	329	32	113	101	35	55	60	159	155	362
	49%	48%	46%	63% s	57%	50%	52%	51%	48%	47%	54%	53%	42%	54%	48%	39%	55%	58%	45%	51%	44% s	47%	41%	61% s	47%	46%	46%	55%	47%
Don't know	18	6	9	1	3	11	9	3	15	1	6	2	10	4	12	3	11	2	*	15	1	8	4	*	2	6	6	6	20
	2%	3%	2%	1% s	1%	2%	2%	1%	4%	1%	2%	1%	4%	2%	2%	2%	5%	1%	*	2%	1% s	3%	2%	1% s	2%	4%	2%	2%	3%

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 Weighted
 Source : Ipsos J24-003060-01
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Ipsos Political Monitor - January 2024

Table 13
(GOV). Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age										Social Class					Ethnicity		Decided to vote for?		UnWgt Total		
		Always usually depends	Always usually depends AND 9/10 like-likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority		Definitely decided	May change mind
Unweighted Total	1003	807	617	591	739	722	695	632	112	468	524	220	332	451	93	127	175	157	169	282	128	280	342	167	214	622	381	859	136	381	364	1003
Weighted Total	1003	780	596	572	723	703	677	612	118	480	512	282	328	393	107	175	163	165	159	234	109	258	355	194	196	613	390	870	125	364	375	1003
Satisfied	129 13%	105 14%	86 15%	79 14%	96 13%	96 14%	93 14%	88 14%	9	68 14%	59 11%	23 8%	43 13%	63 16%	9 9%	13 8%	21 13%	22 13%	16 10%	48 20%	29 27%	33 13%	50 14%	18 9%	28 14%	83 14%	46 12%	115 13%	13 11%	59 16%	40 11%	120 12%
Dissatisfied	786 78%	627 80%	480 81%	466 82%	583 81%	567 81%	545 80%	491 80%	87 74%	386 80%	392 77%	222 79%	266 81%	297 76%	87 82%	135 77%	131 80%	135 82%	123 77%	174 75%	75 69%	212 82%	273 77%	151 78%	150 76%	485 79%	301 77%	680 78%	103 82%	288 79%	310 83%	806 80%
Don't know	88 9%	47 6%	29 5%	26 5%	43 6%	40 6%	39 6%	33 5%	22 19%	26 5%	62 12%	37 13%	19 6%	32 8%	10 9%	26 15%	11 7%	8 5%	20 13%	12 5%	5 5%	13 5%	31 9%	25 13%	18 9%	45 7%	43 11%	75 9%	10 8%	17 5%	25 7%	77 8%
Net satisfied	-65%	-52%	-39%	-38%	-48%	-47%	-45%	-40%	-7%	-31%	-33%	-20%	-23%	-23%	-7%	-12%	-10%	-11%	-10%	-12%	-4%	-17%	-22%	-13%	-12%	-40%	-25%	-56%	-8%	-23%	-27%	-68%

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

Table 14
(GOV). Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1003	196	362	64	205	567	401	444	556	205	340	301	380	305	681	218	329	221	138	844	97	284	268	72	146	177	469	357	1003
Weighted Total	1003	201	360	64	195	555	396	471	529	105	485	303	351	339	654	238	311	232	136	869	86	280	270	60	123	190	481	332	1003
Satisfied	129 13%	74 37%	20 5%	2 4% ^s	9 4%	28 5%	83 21%	53 11%	77 15%	9 9%	54 11%	35 12%	56 16%	36 11%	91 14%	35 15%	39 13%	32 14%	13 10%	109 13%	11 13% ^s	67 24%	12 4%	6 10% ^s	13 11%	36 19%	62 13%	32 9%	120 12%
Dissatisfied	786 78%	109 54%	321 89%	57 90% ^s	180 92%	501 90%	288 73%	377 80%	407 77%	85 81%	388 80%	236 78%	276 79%	269 79%	511 78%	178 75%	245 79%	179 77%	111 82%	677 78%	73 85% ^s	193 69%	243 90%	53 88% ^s	106 87%	141 74%	370 77%	275 83%	806 80%
Don't know	88 9%	18 9%	20 5%	4 7% ^s	7 3%	26 5%	24 6%	41 9%	45 8%	11 10%	43 9%	32 10%	20 6%	34 10%	51 8%	26 11%	27 9%	21 9%	11 8%	83 10%	2 3% ^s	20 7%	16 6%	1 2% ^s	3 3%	12 6%	50 10%	26 8%	77 8%
Net satisfied	-656 -65%	-34 -17%	-301 -84%	-55 -86%^s	-171 -88%	-472 -85%	-205 -52%	-325 -69%	-330 -62%	-76 -72%	-333 -69%	-200 -66%	-220 -63%	-233 -69%	-420 -64%	-143 -60%	-206 -66%	-148 -64%	-98 -72%	-568 -65%	-62 -72%^s	-126 -45%	-231 -85%	-47 -78%^s	-93 -76%	-105 -55%	-308 -64%	-244 -73%	-686 -68%

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

Table 15
RS. Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age							Social Class					Ethnicity		Decided to vote for?		UnWgt Total					
		Always usually depends	Always usually depends AND 9/10 like-likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE	White	Ethnic minority	Definitely decided	May change mind
Unweighted Total	1003	807	617	591	739	722	695	632	112	468	524	220	332	451	93	127	175	157	169	282	128	280	342	167	214	622	381	859	136	381	364	1003
Weighted Total	1003	780	596	572	723	703	677	612	118	480	512	282	328	393	107	175	163	165	159	234	109	258	355	194	196	613	390	870	125	364	375	1003
Satisfied	203	167	131	122	156	153	150	133	17	98	103	31	65	106	4	27	30	35	37	69	38	48	70	44	41	118	84	182	18	85	76	199
	20%	21%	22%	21%	22%	22%	22%	22%	14%	20%	20%	11%	20%	27%	4%	15%	18%	21%	23%	29%	35%	19%	20%	23%	21%	19%	22%	21%	15%	23%	20%	20%
Dissatisfied	664	535	410	398	494	482	463	422	68	316	340	200	229	235	91	109	113	116	101	134	52	183	230	130	122	413	252	573	88	257	254	682
	66%	69%	69%	70%	68%	69%	68%	69%	58%	66%	66%	71%	70%	60%	85%	62%	69%	70%	64%	57%	47%	71%	65%	67%	62%	67%	65%	66%	71%	71%	68%	68%
Don't know	136	78	55	52	72	67	64	57	33	66	70	50	34	52	11	39	20	14	21	31	19	28	55	21	33	83	53	114	19	22	45	122
	14%	10%	9%	9%	10%	10%	9%	9%	28%	14%	14%	18%	10%	13%	10%	22%	12%	8%	13%	13%	18%	11%	16%	11%	17%	13%	14%	13%	15%	6%	12%	12%

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

Table 16

RS. Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications		Degree +
Unweighted Total	1003	196	362	64	205	567	401	444	556	205	340	301	380	305	681	218	329	221	138	844	97	284	268	72	146	177	469	357	1003
Weighted Total	1003	201	360	64	195	555	396	471	529	105	485	303	351	339	654	238	311	232	136	869	86	280	270	60	123	190	481	332	1003
Satisfied	203	110	34	8	20	54	129	91	112	16	87	70	100	30	169	52	62	55	15	168	19	113	23	10	17	49	97	56	199
	20%	55%	9%	12% ^s	10%	10%	33%	19%	21%	15%	18%	23%	28%	9%	26%	22%	20%	24%	11%	19%	21% ^s	40%	9%	17% ^s	14%	26%	20%	17%	20%
Dissatisfied	664	70	291	53	160	452	230	320	342	77	332	199	212	249	411	150	212	145	99	579	59	138	219	47	96	105	318	242	682
	66%	35%	81%	83% ^s	82%	81%	58%	68%	65%	74%	69%	66%	60%	73%	63%	63%	68%	62%	73%	67%	68% ^s	49%	81%	78% ^s	78%	55%	66%	73%	68%
Don't know	136	22	35	3	15	50	36	60	74	12	65	34	39	60	73	36	37	32	22	121	9	29	28	3	10	35	66	34	122
	14%	11%	10%	5% ^s	8%	9%	9%	13%	14%	11%	13%	11%	11%	18%	11%	15%	12%	14%	16%	14%	11% ^s	10%	10%	5% ^s	8%	19%	14%	10%	12%

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

Table 17
PLMMOD_KS. Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age										Social Class					Ethnicity		Decided to vote for?		UnWgt Total		
		Always usually depends	Always usually depends AND 9/10 like-likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority		Definitely decided	May change mind
Unweighted Total	1003	807	617	591	739	722	695	632	112	468	524	220	332	451	93	127	175	157	169	282	128	280	342	167	214	622	381	859	136	381	364	1003
Weighted Total	1003	780	596	572	723	703	677	612	118	480	512	282	328	393	107	175	163	165	159	234	109	258	355	194	196	613	390	870	125	364	375	1003
Satisfied	303	262	236	228	261	257	249	239	12	162	140	74	124	105	22	52	46	78	42	63	18	90	110	50	53	200	103	266	35	154	116	309
	30%	34%	40%	40%	36%	37%	37%	39%	10%	34%	27%	26%	38%	27%	21%	30%	28%	47%	26%	27%	16%	35%	31%	26%	27%	33%	26%	31%	28%	42%	31%	31%
Dissatisfied	482	408	292	279	353	347	337	299	60	222	251	109	152	221	45	64	85	66	92	129	68	121	169	99	92	291	191	422	57	167	194	491
	48%	52%	49%	49%	49%	49%	50%	49%	51%	46%	49%	39%	46%	56%	42%	37%	52%	40%	58%	55%	62%	47%	48%	51%	47%	47%	49%	48%	46%	46%	52%	49%
Don't know	218	110	68	65	108	98	92	74	45	95	121	98	53	67	40	58	32	21	25	42	23	47	76	45	50	123	96	182	34	44	65	203
	22%	14%	11%	11%	15%	14%	14%	12%	38%	20%	24%	35%	16%	17%	37%	33%	20%	12%	16%	18%	21%	18%	21%	23%	26%	20%	25%	21%	27%	12%	17%	20%
Net satisfied	-178	-146	-56	-51	-92	-90	-88	-60	-48	-60	-110	-35	-28	-115	-23	-12	-40	12	-50	-66	-50	-31	-60	-49	-39	-91	-88	-155	-22	-13	-78	-182
	-18%	-19%	-9%	-9%	-13%	-13%	-13%	-10%	-41%	-13%	-22%	-13%	-9%	-29%	-22%	-7%	-24%	7%	-31%	-28%	-46%	-12%	-17%	-25%	-20%	-15%	-23%	-18%	-18%	-4%	-21%	-18%

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

Table 18
PLMMOD_KS. Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1003	196	362	64	205	567	401	444	556	205	340	301	380	305	681	218	329	221	138	844	97	284	268	72	146	177	469	357	1003
Weighted Total	1003	201	360	64	195	555	396	471	529	105	485	303	351	339	654	238	311	232	136	869	86	280	270	60	123	190	481	332	1003
Satisfied	303	44	196	13	35	232	80	152	150	31	153	100	100	100	201	72	76	74	47	259	35	71	116	29	56	38	136	129	309
	30%	22%	54%	21% ^s	18%	42%	20%	32%	28%	29%	32%	33%	29%	30%	31%	30%	25%	32%	34%	30%	40% ^s	25%	43%	49% ^s	45%	20%	28%	39%	31%
Dissatisfied	482	129	107	39	131	238	259	222	260	51	233	137	195	146	332	114	165	102	63	414	38	179	115	27	55	114	217	150	491
	48%	64%	30%	61% ^s	67%	43%	66%	47%	49%	48%	48%	45%	56%	43%	51%	48%	53%	44%	46%	48%	44% ^s	64%	43%	44% ^s	44%	60%	45%	45%	49%
Don't know	218	28	57	11	29	86	57	98	119	23	98	65	56	93	121	53	69	56	26	196	14	30	39	4	13	37	127	53	203
	22%	14%	16%	18% ^s	15%	15%	14%	21%	22%	22%	20%	22%	16%	27%	19%	22%	22%	24%	19%	23%	16% ^s	11%	14%	7% ^s	10%	20%	27%	16%	20%
Net satisfied	-178	-84	89	-26	-95	-6	-180	-70	-110	-20	-80	-37	-95	-46	-132	-42	-89	-28	-16	-155	-3	-109	1	3	1	-76	-81	-22	-182
	-18%	-42%	25%	-41% ^s	-49%	-1%	-45%	-15%	-21%	-19%	-17%	-12%	-27%	-14%	-20%	-18%	-29%	-12%	-12%	-18%	-4% ^s	-39%	1%	5% ^s	1%	-40%	-17%	-7%	-18%

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

Table 19
PLMMOD_ED. Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age							Social Class					Ethnicity		Decided to vote for?		UnWgt Total					
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE	White	Ethnic minority	Definitely decided	May change mind
Unweighted Total	1003	807	617	591	739	722	695	632	112	468	524	220	332	451	93	127	175	157	169	282	128	280	342	167	214	622	381	859	136	381	364	1003
Weighted Total	1003	780	596	572	723	703	677	612	118	480	512	282	328	393	107	175	163	165	159	234	109	258	355	194	196	613	390	870	125	364	375	1003
Satisfied	199	177	152	142	172	165	163	153	6	94	104	53	87	59	21	32	37	50	27	32	9	63	78	31	27	141	58	178	20	96	86	189
	20%	23%	26%	25%	24%	24%	24%	25%	6%	20%	20%	19%	27%	15%	20%	18%	23%	30%	17%	14%	8%	24%	22%	16%	14%	23%	15%	20%	16%	26%	23%	19%
Dissatisfied	353	292	221	218	263	261	252	227	43	182	165	89	93	171	37	52	48	45	67	104	48	98	109	71	75	207	146	313	36	145	125	371
	35%	37%	37%	38%	36%	37%	37%	37%	37%	38%	32%	31%	28%	44%	34%	30%	29%	27%	42%	44%	44%	38%	31%	36%	38%	34%	37%	36%	29%	40%	33%	37%
Don't know	451	312	223	212	287	276	262	231	68	203	244	141	148	162	49	91	78	71	64	98	52	97	168	92	94	265	186	379	69	123	163	443
	45%	40%	37%	37%	40%	39%	39%	38%	58%	42%	48%	50%	45%	41%	46%	52%	48%	43%	40%	42%	47%	38%	47%	48%	48%	43%	48%	44%	55%	34%	44%	44%

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

Table 20
PLMMOD_ED. Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications		Degree +
Unweighted Total	1003	196	362	64	205	567	401	444	556	205	340	301	380	305	681	218	329	221	138	844	97	284	268	72	146	177	469	357	1003
Weighted Total	1003	201	360	64	195	555	396	471	529	105	485	303	351	339	654	238	311	232	136	869	86	280	270	60	123	190	481	332	1003
Satisfied	199	37	86	40	64	149	101	107	91	18	117	73	67	59	140	40	58	52	38	182	11	52	60	30	44	25	89	85	189
	20%	19%	24%	62% ^s	33%	27%	26%	23%	17%	17%	24%	24%	19%	17%	21%	17%	19%	22%	28%	21%	13% ^s	19%	22%	51% ^s	36%	13%	18%	26%	19%
Dissatisfied	353	87	109	15	78	187	164	147	206	37	151	93	151	107	243	83	98	82	46	289	44	132	82	17	42	88	160	105	371
	35%	43%	30%	23% ^s	40%	34%	42%	31%	39%	35%	31%	31%	43%	32%	37%	35%	31%	35%	34%	33%	51% ^s	47%	30%	28% ^s	34%	46%	33%	32%	37%
Don't know	451	77	165	10	53	219	130	218	231	49	217	137	133	173	270	116	155	99	51	398	31	96	128	13	37	77	232	142	443
	45%	38%	46%	15% ^s	27%	39%	33%	46%	44%	47%	45%	45%	38%	51%	41%	48%	50%	42%	38%	46%	36% ^s	34%	47%	21% ^s	30%	40%	48%	43%	44%

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

Table 21
(ECONOMY). Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age										Social Class					Ethnicity		Decided to vote for?		UnWgt Total		
		Always usually depends	Always usually depends AND 9/10 like-likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority		Definitely decided	May change mind
Unweighted Total	1003	807	617	591	739	722	695	632	112	468	524	220	332	451	93	127	175	157	169	282	128	280	342	167	214	622	381	859	136	381	364	1003
Weighted Total	1003	780	596	572	723	703	677	612	118	480	512	282	328	393	107	175	163	165	159	234	109	258	355	194	196	613	390	870	125	364	375	1003
Improve	245 24%	208 27%	167 28%	160 28%	196 27%	185 26%	182 27%	169 28%	15	149 31%	92 18%	56 20%	71 22%	118 30%	22 20%	34 16%	26 27%	45 32%	50 29%	67 31%	34	73 28%	91 26%	44 22%	38 20%	163 27%	82 21%	213 24%	29 23%	95 26%	104 28%	248 25%
Stay the same	210 21%	182 23%	139 23%	127 22%	163 23%	160 23%	155 23%	140 23%	13	103 22%	106 21%	48 17%	81 25%	82 21%	20 18%	28 16%	40 25%	40 25%	33 21%	49 21%	18	60 23%	79 22%	34 18%	37 19%	139 23%	71 18%	188 22%	22 17%	82 22%	86 23%	214 21%
Get worse	500 50%	361 46%	270 45%	264 46%	336 47%	330 47%	314 46%	280 46%	86	205 43%	290 57%	166 59%	161 49%	174 44%	63 59%	102 58%	88 54%	73 44%	71 45%	103 44%	47	118 46%	165 47%	106 55%	111 57%	283 46%	217 56%	430 49%	68 54%	177 49%	173 46%	494 49%
Don't know	47 5%	29 4%	19 3%	21 4%	27 4%	27 4%	26 4%	23 4%	3	22 5%	25 5%	12 4%	16 5%	20 5%	2 2%	10 6%	8 4%	7 3%	5 6%	15 9%	10	8 3%	20 6%	10 5%	10 5%	28 5%	20 5%	39 5%	7 5%	10 3%	13 3%	47 5%
Net improve	-255 -25%	-153 -20%	-103 -17%	-104 -18%	-140 -19%	-146 -21%	-132 -20%	-110 -18%	-71	-56 -12%	-198 -39%	-110 -39%	-89 -27%	-56 -14%	-41 -39%	-68 -38%	-28 -17%	-28 -13%	-21 -15%	-13 -12%	-13	-45 -17%	-75 -21%	-63 -32%	-72 -37%	-120 -19%	-135 -35%	-217 -25%	-39 -31%	-82 -22%	-69 -18%	-246 -25%

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

Table 22
(ECONOMY). Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup -ier	North excl. Scot	Mid-lands	South excl. London	Grea -ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications		Degree +
Unweighted Total	1003	196	362	64	205	567	401	444	556	205	340	301	380	305	681	218	329	221	138	844	97	284	268	72	146	177	469	357	1003
Weighted Total	1003	201	360	64	195	555	396	471	529	105	485	303	351	339	654	238	311	232	136	869	86	280	270	60	123	190	481	332	1003
Improve	245 24%	102 51%	59 16%	14 22% ^s	43 22%	103 18%	145 37%	126 27%	118 22%	24 23%	123 25%	86 28%	94 27%	64 19%	180 28%	60 25%	72 23%	62 27%	29 22%	213 25%	22 25% ^s	118 42%	37 14%	17 28% ^s	30 24%	52 27%	109 23%	85 26%	248 25%
Stay the same	210 21%	46 23%	83 23%	19 30% ^s	43 22%	126 23%	89 22%	107 23%	103 20%	20 19%	109 22%	72 24%	80 23%	57 17%	152 23%	45 19%	63 20%	58 25%	28 20%	185 21%	18 20% ^s	64 23%	67 25%	14 23% ^s	31 26%	36 19%	81 17%	93 28%	214 21%
Get worse	500 50%	48 24%	204 57%	27 43% ^s	103 53%	307 55%	150 38%	222 47%	276 52%	57 55%	233 48%	133 44%	156 44%	205 61%	289 44%	125 52%	155 50%	101 44%	75 55%	430 50%	44 51% ^s	90 32%	155 57%	27 46% ^s	56 46%	89 47%	265 55%	146 44%	494 49%
Don't know	47 5%	5 3%	13 4%	3 5% ^s	6 3%	20 4%	11 3%	17 4%	31 6%	4 3%	20 4%	11 4%	22 6%	13 4%	33 5%	9 4%	21 7%	11 5%	4 3%	40 5%	3 4% ^s	8 3%	11 4%	2 3% ^s	6 5%	13 7%	27 6%	8 2%	47 5%
Net improve	-255 -25%	54 27%	-145 -40%	-13 -20% ^s	-59 -31%	-204 -37%	-5 -1%	-96 -20%	-158 -30%	-33 -32%	-110 -23%	-48 -16%	-62 -18%	-142 -42%	-109 -17%	-65 -27%	-82 -27%	-40 -17%	-45 -33%	-217 -25%	-22 -26% ^s	29 10%	-117 -43%	-10 -17% ^s	-27 -22%	-37 -20%	-156 -32%	-61 -18%	-246 -25%

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
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Ipsos Political Monitor - January 2024

29 Jan 2024

Table 23
(JAN24)Q8. Looking ahead to the General Election that is expected to take place this year, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?
Note - Ranking of answers applied

Base : All

	Total (W*td)	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total		
		Always usually depends	Always usually depends AND 9/10 like-likelihood	(10) Absolutly certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided		May change mind	Total
Unweighted Total	1003	807	617	591	739	722	695	632	112	468	524	220	332	451	93	127	175	157	169	282	128	280	342	167	214	622	381	859	136	381	364	1003	
Weighted Total	1003	780	596	572	723	703	677	612	118	480	512	282	328	393	107	175	163	165	159	234	109	258	355	194	196	613	390	870	125	364	375	1003	
Healthcare/ NHS/ hospitals	285	252	204	195	236	234	230	204	24	99	191	71	100	114	29	41	36	64	58	56	22	84	120	44	37	203	81	252	32	123	110	301	
Inflation/rising cost of living	232	185	132	128	164	160	154	134	16	104	123	88	93	51	36	52	46	47	28	23	10	67	86	42	37	153	79	199	33	90	87	234	
Managing the economy/ economic situation	218	184	155	151	175	172	171	157	19	109	106	50	96	72	13	37	45	51	35	38	12	67	91	27	32	159	59	191	25	90	88	209	
Asylum and immigration	187	172	138	133	157	154	152	140	7	100	84	27	58	103	10	17	25	33	39	64	34	50	69	37	32	118	69	172	15	82	79	193	
Education/ schools	128	112	92	86	103	103	101	93	11	28	96	45	58	24	12	34	27	31	16	8	2	34	56	20	18	90	37	107	20	58	44	133	
Housing	104	84	69	65	76	76	76	73	12	43	59	43	27	34	7	35	13	14	19	15	3	30	40	16	19	69	35	87	17	43	39	98	
Protecting the natural environment/ climate change	99	91	78	81	90	87	87	82	5	32	62	22	53	24	8	14	24	29	12	12	3	33	47	4	15	80	19	93	6	50	40	94	
Taxation	90	73	60	58	75	74	68	62	9	55	33	36	27	28	10	26	17	10	15	13	4	23	48	11	9	70	20	79	11	24	48	94	
Poverty/inequality	78	61	52	52	58	56	56	54	7	28	46	31	22	26	10	20	6	16	13	12	-	19	26	19	13	46	33	68	10	36	23	71	
Foreign policy/foreign affairs	61	59	47	47	49	49	49	48	-	25	31	28	16	17	16	12	11	5	6	12	5	18	27	7	10	44	16	54	6	23	27	54	
Lack of faith in politicians/system of government	60	51	37	35	44	41	40	37	9	26	32	10	34	15	1	9	19	15	8	8	3	13	33	6	8	46	14	55	3	23	19	52	
Oil/energy/gas policy	51	41	32	32	39	39	39	34	5	21	27	11	26	14	2	10	10	16	8	6	3	13	20	8	9	34	17	45	6	21	20	44	
Public services generally	42	32	28	28	31	31	31	30	4	19	20	16	14	11	7	10	7	7	4	6	2	16	16	4	6	32	9	34	8	17	15	49	
Europe/ EU/Brexit	41	36	29	29	32	31	31	31	2	27	12	8	22	12	1	7	9	13	6	5	3	19	11	5	6	31	11	34	8	20	15	36	
Unemployment	37	32	26	24	29	28	28	26	6	14	20	11	21	4	1	10	10	12	1	3	3	8	15	4	10	23	14	26	11	21	11	32	
Care for older and disabled people	35	31	27	26	29	29	29	27	5	10	21	10	10	15	-	10	7	3	7	8	6	7	15	4	8	22	12	34	*	19	11	31	
Crime and anti-social behaviour/ law and order	34	28	24	24	24	24	24	24	5	13	21	6	10	18	1	5	5	6	4	13	3	4	12	10	8	16	18	30	4	18	11	37	
Austerity/Public spending cuts	32	28	26	25	27	27	26	26	3	13	16	7	11	14	3	4	4	7	11	3	2	12	14	2	4	26	6	28	4	17	10	29	
Pensions	28	25	16	16	18	18	18	16	5	10	15	4	7	17	-	4	2	5	-	17	3	5	10	6	6	15	13	28	*	10	9	26	
Issues affecting families/children/ childcare	27	24	17	17	21	21	19	17	3	10	15	10	14	3	2	8	9	5	2	2	1	11	8	2	5	20	7	25	2	11	13	32	
Defence	26	24	16	15	20	18	18	16	1	16	10	3	12	10	-	3	5	7	3	8	4	5	15	4	*	21	5	24	2	9	8	25	

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

Table 23
(JAN24)Q8. Looking ahead to the General Election that is expected to take place this year, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?
Note - Ranking of answers applied

Base : All

	Total (Wtd)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind		Total
Weighted Total	1003	780	596	572	723	703	677	612	118	480	512	282	328	393	107	175	163	165	159	234	109	258	355	194	196	613	390	870	125	364	375	1003	
Benefits	23 2%	20 3%	13 2%	13 2%	15 2%	15 2%	13 2%	13 2%	3 3%	8 2%	13 2%	3 1%	14 4%	7 2%	-s -s	3 1%	9 5%	5 3%	4 3%	3 1%	1 1%	4 2%	8 2%	2 1%	9 5%	12 2%	11 3%	19 2%	4 3%	9 2%	9 2%	25 2%	
Foreign/overseas aid	20 2%	17 2%	15 3%	15 3%	16 2%	16 2%	15 2%	-	-	9 2%	8 1%	8 3%	2 1%	9 2%	3 3%	6 3%	2 1%	-	1 1%	8 3%	1 1%	9 3%	1 *	9 5%	1 1%	9 2%	10 3%	19 2%	1 *	10 3%	5 1%	15 1%	
Scottish independence/ devolution	12 1%	11 1%	11 2%	11 2%	11 2%	11 2%	11 2%	-	-	7 1%	3 1%	5 2%	4 1%	3 1%	1 1%	3 2%	3 2%	2 1%	1 1%	2 1%	-	4 2%	4 1%	3 1%	1 1%	8 1%	4 1%	12 1%	-	10 3%	2 1%	13 1%	
Trade unions/ strikes	9 1%	8 1%	6 1%	6 1%	6 1%	6 1%	6 1%	1 1%	-	2 *	4 1%	5 2%	-	4 1%	-	5 -s	-	-	2 1%	2 1%	1 1%	4 2%	5 1%	-	*	9 1%	*	8 1%	1 1%	5 1%	2 1%	10 1%	
Terrorism	3 *	3 *	2 *	2 *	2 *	2 *	2 *	-	-	2 *	1 *	2 1%	1 *	*	-s -s	2 1%	-	1 1%	-	-	*	2 1%	1 *	-	*	3 *	*	3 *	*	-	2 1%	5 *	
Other	121 12%	99 13%	81 14%	79 14%	96 13%	96 14%	91 13%	82 13%	11 9%	59 12%	61 12%	25 9%	45 14%	51 13%	10 9%	15 9%	20 13%	24 15%	19 12%	32 14%	9 8%	33 13%	41 12%	27 14%	21 11%	73 12%	47 12%	106 12%	15 12%	55 15%	42 11%	131 13%	
Don't know	145 14%	71 9%	39 6%	38 7%	55 8%	52 7%	47 7%	43 7%	45 39%	62 13%	82 16%	49 17%	35 11%	61 16%	16 15%	32 18%	22 14%	13 8%	13 8%	48 21%	28 26%	24 9%	36 10%	41 21%	44 23%	60 10%	85 22%	125 14%	17 13%	25 7%	29 8%	138 14%	

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Table 24
(JAN24)Q8. Looking ahead to the General Election that is expected to take place this year, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?
Note - Ranking of answers applied

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions					Past vote (2019 General Election)				Qualifications			UnW Tot.		
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications		Other qualif-ications	Degree +
Unweighted Total	1003	196	362	64	205	567	401	444	556	205	340	301	380	305	681	218	329	221	138	844	97	284	268	72	146	177	469	357	1003
Weighted Total	1003	201	360	64	195	555	396	471	529	105	485	303	351	339	654	238	311	232	136	869	86	280	270	60	123	190	481	332	1003
Healthcare/ NHS/ hospitals	285	47	139	13	54	192	101	132	150	42	141	110	105	68	214	73	92	56	35	242	29	66	106	23	51	25	140	120	301
Inflation/risng cost of living	232	41	92	14	46	137	87	136	96	32	135	101	49	80	150	56	67	54	33	204	22	50	67	9	28	17	134	81	234
Managing the economy/ economic situation	218	51	87	20	40	127	91	131	87	20	131	89	66	62	155	45	79	45	33	192	17	69	62	21	39	17	103	98	209
Asylum and immigration	187	69	48	9	47	95	116	91	96	14	89	46	94	46	140	44	71	34	28	165	10	90	37	15	25	44	83	61	193
Education/ schools	128	14	71	4	19	90	32	68	58	21	67	57	25	44	82	36	36	22	21	112	12	26	51	7	21	7	54	66	133
Housing	104	8	58	9	17	75	25	54	50	11	64	29	24	51	53	21	20	27	28	94	7	9	57	6	10	10	44	51	98
Protecting the natural environment/ climate change	99	10	47	7	35	82	45	62	37	10	62	38	23	38	61	20	30	29	13	88	6	17	40	10	19	8	44	47	94
Taxation	90	18	34	2	21	55	39	55	35	10	59	33	29	29	62	27	27	21	8	79	9	31	32	2	6	11	35	44	94
Poverty/Inequality	78	4	43	5	13	56	17	42	36	10	44	24	25	30	49	20	17	16	19	72	6	7	41	5	12	3	41	34	71
Foreign policy/foreign affairs	61	14	19	4	17	36	31	31	30	4	36	10	22	28	32	11	22	16	11	59	1	19	22	6	6	2	33	27	54
Lack of faith in politicians/system of government	60	10	20	3	10	31	21	32	28	5	41	24	11	24	35	18	23	9	6	52	4	12	30	3	6	3	28	29	52
Oil/energy/gas policy	51	10	16	2	15	31	26	30	21	6	33	19	16	16	35	13	16	14	4	46	4	14	21	1	2	8	25	18	44
Public services generally	42	2	24	1	6	30	9	22	20	8	23	16	13	13	29	9	12	6	11	36	4	5	22	3	7	2	17	22	49
Europe/ EU/Brexit	41	8	16	4	11	27	19	29	12	3	30	10	14	18	23	9	10	13	6	38	3	14	15	5	5	7	15	19	36
Unemployment	37	9	15	-	7	22	16	23	14	5	22	13	8	15	22	9	6	5	12	31	5	11	19	-	-	6	12	19	32
Care for older and disabled people	35	4	13	7	12	26	17	20	15	1	14	13	9	12	23	8	12	11	1	29	2	6	17	2	5	10	12	13	31
Crime and anti-social behaviour/ law and order	34	7	17	1	6	22	13	19	15	3	17	9	12	13	20	12	10	5	6	32	1	15	9	1	2	4	21	9	37
Austerity/Public spending cuts	32	9	14	2	5	18	13	23	9	4	21	16	5	10	21	6	9	9	6	30	1	9	13	1	2	2	19	12	29
Pensions	28	11	8	1	3	11	14	12	16	1	12	5	15	8	20	10	13	2	-	23	3	14	7	2	3	11	11	6	26
Issues affecting families/children/ childcare	27	6	13	3	5	18	11	18	9	4	18	16	3	9	18	6	8	8	3	25	2	7	15	1	2	2	8	17	32
Defence	26	11	4	1	4	8	15	15	10	3	13	8	12	6	20	2	15	4	3	24	1	17	2	2	2	2	12	11	25
Benefits	23	1	10	-	7	16	8	12	11	2	8	6	3	13	9	6	9	6	1	21	1	3	16	-	-	3	7	13	25

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Table 24
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Note - Ranking of answers applied

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Weighted Total	1003	201	360	64	195	555	396	471	529	105	485	303	351	339	654	238	311	232	136	869	86	280	270	60	123	190	481	332	1003
Foreign/overseas aid	20 2%	1 *	10 3%	- -s	5 2%	15 3%	6 1%	7 1%	13 2%	2 2%	11 2%	3 1%	10 3%	7 2%	13 2%	5 2%	1 *	5 2%	9 6%	19 2%	- -s	2 1%	11 4%	3 5% s	3 2%	1 *	5 1%	14 4%	15 1%
Scottish independence/ devolution	12 1%	2 1%	1 *	- -s	9 5%	10 2%	11 3%	9 2%	3 1%	- -	9 2%	5 2%	4 1%	3 1%	9 1%	2 1%	1 *	- -	- -	3 *	9 10% s	3 1%	3 1%	- -s	4 3%	- -	7 1%	5 2%	13 1%
Trade unions/ strikes	9 1%	2 1%	3 1%	- -s	2 1%	5 1%	4 1%	6 1%	3 1%	2 2%	3 1%	2 1%	3 1%	4 1%	5 1%	4 2%	3 1%	2 1%	- -	9 1%	1% s	3 1%	4 1%	- -s	- -	1 1%	2 *	6 2%	10 1%
Terrorism	3 *	* *	2 1%	- -s	- -	2 *	* *	3 1%	* *	2 2%	1 *	1 *	* *	2 1%	2 *	- -	* *	2 1%	- -	3 *	1% s	2 1%	2 1%	- -s	- -	- -	* *	3 1%	5 *
Other	121 12%	19 10%	60 17%	9 13% s	20 10%	80 14%	40 10%	61 13%	59 11%	11 10%	62 13%	43 14%	42 12%	35 10%	84 13%	23 10%	35 11%	34 15%	21 15%	101 12%	9 10% s	29 10%	35 13%	14 23% s	23 18%	21 11%	53 11%	47 14%	131 13%
Don't know	145 14%	19 10%	28 8%	5 8% s	13 7%	41 7%	32 8%	43 9%	102 19%	14 14%	44 9%	29 9%	46 13%	67 20%	75 11%	36 15%	53 17%	36 16%	11 8%	129 15%	8 9% s	25 9%	23 8%	1 2% s	5 4%	52 28%	68 14%	24 7%	138 14%

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
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Ipsos Political Monitor - January 2024

Table 25
(JUL22)RSKS. Who do you think would make the most capable Prime Minister, Rishi Sunak, or Keir Starmer?

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age										Social Class					Ethnicity		Decided to vote for?		UnWgt Total		
		Always usually depends	Always usually depends AND 9/10 like-likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority		Definitely decided	May change mind
Unweighted Total	1003	807	617	591	739	722	695	632	112	468	524	220	332	451	93	127	175	157	169	282	128	280	342	167	214	622	381	859	136	381	364	1003
Weighted Total	1003	780	596	572	723	703	677	612	118	480	512	282	328	393	107	175	163	165	159	234	109	258	355	194	196	613	390	870	125	364	375	1003
Keir Starmer	389 39%	338 43%	291 49%	286 50%	328 45%	324 46%	314 46%	297 49%	16 14%	184 38%	198 39%	124 44%	155 47%	109 28%	53 50%	71 41%	73 45%	82 50%	48 30%	61 26%	15 14%	122 47%	146 41%	64 33%	56 29%	269 44%	120 31%	337 39%	51 40%	195 53%	166 44%	396 39%
Rishi Sunak	258 26%	224 29%	171 29%	156 27%	202 28%	194 28%	189 28%	173 28%	21 18%	135 28%	122 24%	47 17%	73 22%	138 35%	13 13%	34 19%	31 19%	42 25%	54 34%	84 36%	50 46%	62 24%	96 27%	53 27%	47 24%	158 26%	100 26%	238 27%	18 14%	105 29%	100 27%	252 25%
Neither	176 18%	130 17%	82 14%	80 14%	109 15%	106 15%	100 15%	86 14%	41 35%	83 17%	91 18%	29 10%	62 19%	85 22%	8 8%	20 12%	37 23%	25 15%	31 20%	54 23%	27 24%	44 17%	60 17%	26 13%	46 23%	104 17%	72 18%	153 18%	20 16%	43 12%	63 17%	181 18%
No difference	5 *	5 1%	4 1%	4 1%	4 *	4 1%	4 1%	4 1%	-	3 1%	2 *	-	2 1%	3 1%	-	-	1 1%	1 1%	2 1%	1 1%	1 1%	2 1%	1 *	2 1%	-	3 *	1 1%	3 *	1 *	3 1%	8 1%	
Other	6 1%	3 *	2 *	2 *	3 *	3 *	3 *	2 *	3 2%	4 1%	2 *	-	3 1%	3 1%	-	-	2 1%	1 1%	1 1%	2 1%	-	1 *	2 1%	1 1%	2 1%	3 1%	5 1%	1 1%	2 1%	-	-	7 1%
Don't know	167 17%	81 10%	47 8%	45 8%	76 11%	72 10%	67 10%	50 8%	37 31%	71 15%	97 19%	80 28%	34 10%	54 14%	32 30%	48 28%	20 12%	14 8%	22 14%	31 13%	16 15%	26 10%	48 14%	48 25%	45 23%	75 12%	93 24%	131 15%	35 28%	19 5%	41 11%	157 16%
Not stated	2 *	1 *	-	-	-	-	-	-	-	1 *	1 *	1 1%	-	1 *	-	-	-	-	-	1 *	1 1%	1 1%	-	1 *	-	1 *	1 *	2 *	-	-	2 1%	2 *

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

29 Jan 2024

Table 26
(JUL22)RSKS. Who do you think would make the most capable Prime Minister, Rishi Sunak, or Keir Starmer?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1003	196	362	64	205	567	401	444	556	205	340	301	380	305	681	218	329	221	138	844	97	284	268	72	146	177	469	357	1003
Weighted Total	1003	201	360	64	195	555	396	471	529	105	485	303	351	339	654	238	311	232	136	869	86	280	270	60	123	190	481	332	1003
Keir Starmer	389 39%	12 6%	272 76%	38 59% s	81 41%	353 64%	93 23%	202 43%	185 35%	44 43%	216 45%	138 46%	102 29%	146 43%	240 37%	86 36%	108 35%	92 40%	69 51%	336 39%	34 40% s	40 14%	191 71%	40 66% s	75 61%	40 21%	169 35%	180 54%	396 39%
Rishi Sunak	258 26%	150 75%	26 7%	10 15% s	37 19%	62 11%	186 47%	113 24%	144 27%	23 22%	109 22%	74 24%	131 37%	50 15%	205 31%	56 23%	95 30%	68 29%	19 14%	218 25%	21 24% s	163 58%	19 7%	9 14% s	18 15%	68 36%	129 27%	61 18%	252 25%
Neither	176 18%	24 12%	23 6%	8 12% s	59 30%	82 15%	83 21%	83 18%	92 17%	21 20%	76 16%	38 13%	72 21%	65 19%	110 17%	45 19%	58 19%	44 19%	16 12%	157 18%	13 15% s	51 18%	28 10%	4 7% s	20 16%	50 26%	76 16%	50 15%	181 18%
No difference	5 *	1 *	2 1%	- - s	- *	3 1%	1 *	2 *	3 1%	2 2%	2 *	2 *	- *	4 1%	1 *	1 *	1 *	- *	3 *	1 *	2 2% s	2 1%	2 1%	1 2% s	1 1%	- -	3 1%	2 1%	8 1%
Other	6 1%	1 *	2 1%	- - s	- -	2 *	1 *	3 1%	3 1%	- *	2 *	2 *	2 1%	3 *	2 1%	- *	2 1%	2 1%	6 1%	6 1%	- - s	1 *	2 1%	- - s	- -	3 1%	1 *	2 1%	7 1%
Don't know	167 17%	14 7%	35 10%	8 12% s	16 8%	51 9%	30 7%	67 14%	101 19%	14 14%	78 16%	49 16%	41 12%	75 22%	90 14%	49 21%	48 15%	24 11%	29 21%	146 17%	17 19% s	21 8%	28 10%	6 10% s	9 7%	29 15%	101 21%	38 11%	157 16%
Not stated	2 *	- -	- -	1 1% s	2 1%	2 *	2 1%	1 *	1 *	- *	1 *	- *	1 *	1 *	1 *	- -	- -	1 1%	1 1%	2 *	- - s	1 *	- -	- - s	- -	1 *	1 *	- -	2 *

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

Table 27
(SEP21)Q11(b). To what extent, if at all, do you agree or disagree with the following statement? The Conservative Government deserves to be re-elected

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class					Ethnicity		Decided to vote for?		UnWgt Total		
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided		May change mind	
Unweighted Total	1003	807	617	591	739	722	695	632	112	468	524	220	332	451	93	127	175	157	169	282	128	280	342	167	214	622	381	859	136	381	364	1003	
Weighted Total	1003	780	596	572	723	703	677	612	118	480	512	282	328	393	107	175	163	165	159	234	109	258	355	194	196	613	390	870	125	364	375	1003	
Strongly agree	74 7%	66 8%	56 9%	56 10%	58 8%	58 8%	58 9%	57 9%	7	29 6%	42 8%	11 4%	17 5%	45 12%	8 7%	3 2%	7 4%	10 6%	16 10%	29 12%	23 22%	20 8%	26 7%	10 5%	18 9%	46 8%	27 7%	66 8%	7 6%	44 12%	21 6%	68 7%	
Tend to agree	117 12%	91 12%	70 12%	62 11%	89 12%	88 12%	81 12%	73 12%	11 10%	54 11%	63 12%	27 10%	27 8%	63 16%	6 6%	21 12%	16 10%	11 7%	23 15%	39 17%	21 19%	20 8%	50 14%	27 14%	19 10%	19 11%	70 12%	46 12%	101 12%	15 12%	44 12%	51 14%	122 12%
Neither agree nor disagree	167 17%	94 12%	55 9%	50 9%	81 11%	72 10%	69 10%	56 9%	41 35%	79 16%	86 17%	66 23%	43 13%	58 15%	28 26%	38 22%	25 15%	18 11%	34 21%	25 10%	10 9%	36 14%	54 15%	41 21%	35 18%	90 15%	76 20%	143 16%	20 16%	18 5%	73 19%	146 15%	
Tend to disagree	129 13%	98 13%	60 10%	56 10%	86 12%	78 11%	75 11%	61 10%	11 10%	68 14%	62 12%	40 14%	42 13%	47 12%	14 13%	26 15%	28 17%	15 9%	20 12%	27 14%	15 14%	34 13%	40 11%	27 14%	28 14%	74 12%	55 14%	110 13%	20 16%	32 9%	55 15%	137 14%	
Strongly disagree	473 47%	411 53%	345 58%	338 59%	391 54%	388 55%	379 56%	351 57%	40 34%	230 48%	236 46%	129 46%	180 55%	164 42%	48 45%	81 46%	80 49%	100 61%	60 37%	104 44%	33 31%	141 55%	170 48%	80 41%	81 41%	311 51%	161 41%	416 48%	54 43%	220 60%	169 45%	484 48%	
Don't know	44 4%	20 3%	11 2%	10 2%	17 2%	17 2%	14 2%	7 2%	7 6%	20 4%	23 5%	9 3%	18 6%	16 4%	3 3%	6 3%	7 4%	11 7%	6 4%	10 4%	7 6%	7 3%	14 4%	9 5%	14 7%	20 3%	23 6%	32 4%	10 8%	6 2%	6 2%	46 5%	
Agree	190 19%	157 20%	126 21%	118 21%	148 20%	146 21%	139 20%	130 21%	18 15%	83 17%	105 20%	38 13%	45 14%	108 27%	14 13%	24 14%	23 14%	21 13%	40 25%	68 29%	44 40%	40 15%	77 22%	37 19%	37 19%	117 19%	74 19%	168 19%	22 18%	88 24%	72 19%	190 19%	
Disagree	602 60%	509 65%	405 68%	393 69%	476 66%	467 66%	454 67%	411 67%	52 44%	297 62%	298 58%	169 60%	222 68%	211 54%	62 58%	107 61%	108 66%	114 69%	79 50%	131 56%	48 44%	175 68%	210 59%	107 55%	109 56%	386 63%	216 55%	526 60%	73 58%	252 69%	224 60%	621 62%	
Net agree	-412 -41%	-352 -45%	-279 -47%	-275 -48%	-328 -45%	-321 -46%	-316 -47%	-282 -46%	-34 -28%	-214 -45%	-193 -38%	-131 -47%	-178 -54%	-103 -26%	-48 -45%	-83 -48%	-85 -52%	-93 -56%	-39 -25%	-63 -27%	-4 -4%	-135 -52%	-134 -38%	-70 -36%	-72 -37%	-269 -44%	-143 -37%	-358 -41%	-51 -41%	-164 -45%	-152 -41%	-431 -43%	

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
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 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

Table 28
(SEP21)Q11(b). To what extent, if at all, do you agree or disagree with the following statement? The Conservative Government deserves to be re-elected

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1003	196	362	64	205	567	401	444	556	205	340	301	380	305	681	218	329	221	138	844	97	284	268	72	146	177	469	357	1003
Weighted Total	1003	201	360	64	195	555	396	471	529	105	485	303	351	339	654	238	311	232	136	869	86	280	270	60	123	190	481	332	1003
Strongly agree	74 7%	52 26%	5 1%	1 2%	10 5%	15 3%	62 16%	21 4%	52 10%	6 5%	28 6%	18 6%	38 11%	16 5%	56 9%	19 8%	26 8%	22 9%	4 3%	66 8%	4 4%	54 19%	8 3%	1 1%	1 1%	27 14%	33 7%	14 4%	68 7%
Tend to agree	117 12%	74 37%	13 4%	4 6%	11 6%	24 4%	84 21%	45 9%	71 13%	10 10%	45 9%	27 9%	60 17%	28 8%	88 13%	29 12%	37 12%	32 14%	11 8%	99 11%	9 10%	67 24%	7 2%	3 5%	6 5%	29 15%	59 12%	29 9%	122 12%
Neither agree nor disagree	167 17%	47 23%	30 8%	4 6%	15 8%	45 8%	62 16%	88 19%	79 15%	16 15%	87 18%	51 17%	55 16%	58 17%	106 16%	39 16%	54 18%	37 16%	20 15%	142 16%	16 18%	47 17%	17 6%	4 7%	8 7%	31 16%	94 20%	41 12%	146 15%
Tend to disagree	129 13%	14 7%	52 15%	10 15%	27 14%	79 14%	41 10%	66 14%	64 12%	15 15%	66 14%	36 12%	42 12%	51 15%	78 12%	27 11%	42 13%	26 11%	26 19%	113 13%	9 11%	40 14%	33 12%	5 9%	13 11%	24 13%	57 12%	48 15%	137 14%
Strongly disagree	473 47%	10 5%	254 71%	45 70%	128 66%	382 69%	138 35%	234 50%	237 45%	53 50%	243 50%	160 53%	140 40%	170 50%	300 46%	113 48%	140 45%	102 44%	70 52%	407 47%	46 54%	65 23%	202 75%	46 77%	93 76%	67 35%	213 44%	193 58%	484 48%
Don't know	44 4%	4 2%	6 2%	1 2%	4 2%	10 2%	8 2%	19 4%	25 5%	5 5%	16 3%	10 3%	17 5%	15 5%	27 4%	12 5%	12 4%	13 5%	5 4%	41 5%	2 2%	7 3%	5 2%	1 1%	1 1%	12 6%	25 5%	7 2%	46 5%
Agree	190 19%	125 62%	18 5%	5 7%	21 11%	39 7%	146 37%	66 14%	123 23%	16 15%	73 15%	45 15%	98 28%	44 13%	144 22%	47 20%	62 20%	54 23%	15 11%	165 19%	13 15%	121 43%	14 5%	4 6%	7 6%	56 29%	92 19%	42 13%	190 19%
Disagree	602 60%	24 12%	306 85%	54 85%	155 80%	461 83%	179 45%	300 64%	301 57%	68 65%	309 64%	196 65%	181 52%	221 65%	378 58%	141 59%	182 59%	128 55%	96 71%	521 60%	56 65%	105 37%	234 87%	51 86%	107 87%	91 48%	270 56%	242 73%	621 62%
Net agree	-412 -41%	101 50%	-289 -80%	-49 -77%	-134 -69%	-423 -76%	-33 -8%	-234 -50%	-178 -34%	-52 -50%	-236 -49%	-151 -50%	-83 -24%	-176 -52%	-234 -36%	-93 -39%	-120 -38%	-74 -32%	-81 -60%	-355 -41%	-43 -50%	16 6%	-220 -81%	-48 -80%	-99 -81%	-35 -19%	-177 -37%	-199 -60%	-431 -43%

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
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Ipsos Political Monitor - January 2024

Table 29
(JAN21)Q19(a)/(SEP21)Q11(a). To what extent, if at all, do you agree or disagree with the following statements? Labour is ready to form the next Government

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age							Social Class					Ethnicity		Decided to vote for?		UnWgt Total					
		Always usually depends	Always usually depends AND 9/10 like-likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE	White	Ethnic minority	Definitely decided	May change mind
Unweighted Total	1003	807	617	591	739	722	695	632	112	468	524	220	332	451	93	127	175	157	169	282	128	280	342	167	214	622	381	859	136	381	364	1003
Weighted Total	1003	780	596	572	723	703	677	612	118	480	512	282	328	393	107	175	163	165	159	234	109	258	355	194	196	613	390	870	125	364	375	1003
Strongly agree	163 16%	146 19%	137 23%	132 23%	150 21%	147 21%	146 22%	140 23%	6 5%	75 16%	86 17%	46 16%	53 16%	64 16%	17 16%	28 16%	21 13%	32 20%	32 20%	32 14%	7 7%	54 21%	49 14%	26 13%	35 18%	103 17%	60 15%	133 15%	30 24%	109 30%	40 11%	165 16%
Tend to agree	249 25%	204 26%	159 27%	155 27%	191 26%	186 27%	175 26%	161 26%	13 11%	117 24%	132 26%	79 28%	109 33%	62 16%	36 34%	43 24%	55 34%	53 32%	19 12%	43 18%	10 9%	61 24%	98 28%	49 25%	40 21%	160 26%	89 23%	213 25%	35 28%	92 25%	130 35%	248 25%
Neither agree nor disagree	182 18%	107 14%	65 11%	59 10%	100 14%	95 13%	90 13%	69 11%	41 35%	83 17%	96 19%	77 27%	55 17%	49 13%	27 25%	51 29%	29 18%	26 16%	21 13%	28 12%	12 11%	41 16%	66 18%	42 22%	33 17%	107 17%	75 19%	162 19%	18 14%	27 8%	62 16%	176 18%
Tend to disagree	138 14%	119 15%	85 14%	78 14%	110 15%	105 15%	102 15%	85 14%	7 6%	60 13%	77 15%	33 12%	47 14%	58 15%	11 10%	22 13%	28 17%	19 12%	25 16%	33 14%	21 19%	42 16%	46 13%	29 15%	21 11%	89 14%	50 13%	123 14%	13 11%	38 11%	69 18%	147 15%
Strongly disagree	219 22%	186 24%	142 24%	139 24%	156 22%	155 22%	152 24%	145 24%	38 32%	123 26%	92 18%	30 11%	49 15%	140 36%	8 8%	22 12%	21 13%	28 17%	56 35%	84 36%	47 44%	50 20%	79 22%	37 19%	52 27%	129 21%	89 23%	197 23%	20 16%	97 27%	68 18%	218 22%
Don't know	52 5%	19 2%	8 1%	9 2%	17 2%	14 2%	13 2%	11 2%	13 11%	22 5%	29 6%	17 6%	15 5%	19 7%	8 5%	9 6%	9 6%	6 4%	6 4%	14 6%	11 10%	9 4%	17 5%	11 6%	15 8%	26 4%	26 7%	42 5%	9 7%	1 *	7 2%	49 5%
Agree	412 41%	350 45%	296 50%	288 50%	340 47%	333 47%	321 47%	301 49%	19 16%	192 40%	218 43%	124 44%	162 49%	126 32%	53 50%	71 41%	76 47%	86 52%	51 32%	75 32%	17 16%	115 45%	148 42%	75 38%	75 38%	263 43%	150 38%	346 40%	65 52%	201 55%	170 45%	413 41%
Disagree	357 36%	305 39%	227 38%	216 38%	265 37%	260 37%	254 37%	230 38%	45 38%	183 38%	168 33%	63 22%	96 29%	198 50%	19 18%	44 25%	49 30%	47 28%	81 51%	117 50%	69 63%	93 36%	125 35%	67 34%	73 37%	218 36%	139 36%	320 37%	34 27%	135 37%	137 36%	365 36%
Net agree	55 6%	45 6%	69 12%	71 12%	75 10%	73 10%	67 10%	71 12%	-26 -22%	9 2%	50 10%	61 22%	66 20%	-72 -18%	34 32%	27 16%	28 17%	39 23%	-30 -19%	-42 -18%	-51 -47%	23 9%	22 6%	8 4%	2 1%	45 7%	10 3%	26 3%	32 25%	65 18%	33 9%	48 5%

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

29 Jan 2024

Table 30
(JAN21)Q19(a)/(SEP21)Q11(a). To what extent, if at all, do you agree or disagree with the following statements? Labour is ready to form the next Government

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1003	196	362	64	205	567	401	444	556	205	340	301	380	305	681	218	329	221	138	844	97	284	268	72	146	177	469	357	1003
Weighted Total	1003	201	360	64	195	555	396	471	529	105	485	303	351	339	654	238	311	232	136	869	86	280	270	60	123	190	481	332	1003
Strongly agree	163 16%	3 1%	136 38%	3 5%	13 7%	149 27%	16 4%	75 16%	86 16%	21 20%	74 15%	56 18%	41 12%	66 19%	97 15%	48 20%	37 12%	28 12%	36 27%	144 17%	14 16%	15 6%	95 35%	14 23%	27 22%	24 13%	77 16%	63 19%	165 16%
Tend to agree	249 25%	14 7%	165 46%	20 31%	47 24%	212 38%	61 16%	125 27%	124 23%	28 27%	147 30%	75 25%	62 18%	111 33%	137 21%	49 21%	71 23%	65 28%	39 28%	213 25%	26 30%	31 11%	111 41%	21 35%	44 35%	22 11%	112 23%	115 35%	248 25%
Neither agree nor disagree	182 18%	31 15%	35 10%	17 27%	30 16%	66 12%	61 16%	90 19%	92 17%	16 15%	94 19%	60 20%	50 14%	65 19%	110 17%	41 17%	62 20%	42 18%	22 16%	156 18%	15 18%	31 11%	26 10%	7 11%	15 12%	22 21%	102 21%	57 17%	176 18%
Tend to disagree	138 14%	49 24%	20 5%	9 14%	38 20%	58 10%	87 22%	73 15%	65 12%	17 17%	66 14%	51 17%	60 17%	27 8%	111 17%	36 15%	40 13%	35 15%	15 11%	116 13%	13 15%	62 22%	24 9%	8 14%	16 13%	26 14%	66 14%	47 14%	147 15%
Strongly disagree	219 22%	99 49%	5 1%	11 17%	62 32%	67 12%	162 41%	92 19%	126 24%	16 15%	89 18%	51 17%	118 34%	48 14%	169 26%	53 22%	85 27%	48 21%	19 14%	193 22%	14 16%	130 47%	8 3%	10 17%	22 18%	84 45%	94 20%	40 12%	218 22%
Don't know	52 5%	5 2%	1 *	4 6%	4 2%	4 1%	9 2%	16 3%	35 7%	7 7%	15 3%	10 3%	19 6%	22 6%	30 5%	11 5%	16 5%	14 6%	5 4%	46 5%	5 6%	10 4%	6 2%	- -s	- -	12 6%	29 6%	10 3%	49 5%
Agree	412 41%	17 8%	300 83%	23 37%	60 31%	360 65%	77 19%	201 43%	210 40%	49 47%	221 46%	130 43%	104 30%	177 52%	234 36%	97 41%	108 35%	93 40%	75 55%	357 41%	39 45%	47 17%	206 76%	35 58%	71 58%	45 24%	189 39%	178 54%	413 41%
Disagree	357 36%	148 74%	24 7%	20 31%	101 52%	125 23%	248 63%	165 35%	191 36%	33 32%	155 32%	102 34%	178 51%	75 22%	280 43%	89 37%	125 40%	83 36%	34 25%	309 36%	27 31%	192 69%	32 12%	19 31%	37 30%	110 58%	160 33%	87 26%	365 36%
Net agree	55 6%	-131 -65%	276 77%	4 6%	-40 -21%	235 42%	-171 -43%	36 8%	19 4%	16 15%	66 14%	28 9%	-74 -21%	102 30%	-46 -7%	8 3%	-17 -5%	10 4%	41 30%	48 6%	12 14%	-145 -52%	174 64%	16 27%	34 27%	-65 -34%	29 6%	91 27%	48 5%

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

Table 31
(JAN21)Q19(b). To what extent, if at all, do you agree or disagree with the following statements? Keir Starmer is ready to be Prime Minister

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age										Social Class					Ethnicity		Decided to vote for?		UnWgt Total		
		Always usually depends	Always usually depends AND 9/10 like-likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority		Definitely decided	May change mind
Unweighted Total	1003	807	617	591	739	722	695	632	112	468	524	220	332	451	93	127	175	157	169	282	128	280	342	167	214	622	381	859	136	381	364	1003
Weighted Total	1003	780	596	572	723	703	677	612	118	480	512	282	328	393	107	175	163	165	159	234	109	258	355	194	196	613	390	870	125	364	375	1003
Strongly agree	128 13%	116 15%	113 19%	114 20%	117 16%	117 17%	116 17%	115 19%	6 5%	59 12%	69 13%	18 7%	52 16%	57 15%	6 6%	12 7%	20 12%	33 20%	25 16%	32 14%	11 10%	47 18%	43 12%	16 8%	22 11%	90 15%	38 10%	106 12%	22 18%	84 23%	33 9%	145 14%
Tend to agree	223 22%	191 25%	155 26%	151 26%	186 26%	181 26%	173 26%	159 26%	7 6%	124 26%	96 19%	76 27%	91 28%	57 14%	31 29%	45 29%	47 27%	44 27%	23 14%	34 14%	6 6%	65 25%	94 27%	28 15%	35 18%	159 26%	63 16%	190 22%	31 25%	94 26%	113 30%	219 22%
Neither agree nor disagree	225 22%	131 17%	90 15%	82 14%	127 18%	120 17%	112 17%	94 15%	41 35%	100 21%	122 24%	104 37%	63 19%	58 15%	38 36%	66 37%	33 20%	30 18%	23 15%	34 15%	17 15%	51 20%	60 17%	70 36%	43 22%	112 18%	113 29%	196 23%	26 21%	46 13%	80 21%	212 21%
Tend to disagree	148 15%	127 16%	87 15%	83 15%	116 16%	111 16%	105 15%	87 14%	8 7%	62 13%	84 16%	38 13%	50 15%	60 15%	18 16%	20 12%	25 15%	26 15%	34 16%	20 19%	36 14%	60 17%	27 14%	27 13%	25 13%	96 16%	52 13%	131 15%	16 13%	42 12%	73 20%	146 15%
Strongly disagree	218 22%	187 24%	138 23%	132 23%	156 22%	153 22%	142 23%	37 31%	31 24%	114 24%	101 20%	27 10%	50 15%	141 36%	7 7%	20 12%	25 15%	25 15%	52 33%	89 38%	49 45%	47 18%	74 21%	45 23%	53 27%	120 20%	98 25%	197 23%	20 16%	95 26%	62 16%	221 22%
Don't know	61 6%	27 4%	12 2%	9 2%	21 3%	21 3%	20 3%	14 2%	20 17%	21 4%	40 8%	19 7%	22 7%	20 5%	7 6%	12 7%	14 8%	8 5%	10 6%	11 5%	6 5%	11 4%	25 7%	8 4%	17 9%	36 6%	25 6%	50 6%	10 8%	3 1%	14 4%	60 6%
Agree	351 35%	308 39%	269 45%	265 46%	303 42%	298 42%	289 43%	274 45%	12 10%	183 38%	164 32%	94 33%	143 44%	114 29%	37 35%	57 32%	66 41%	77 46%	48 30%	66 28%	17 15%	113 44%	137 39%	44 23%	57 29%	249 41%	102 26%	296 34%	53 43%	178 49%	146 39%	364 36%
Disagree	366 36%	314 40%	226 38%	216 38%	272 38%	264 38%	257 38%	229 37%	45 38%	175 37%	185 36%	65 23%	100 30%	201 51%	25 23%	40 23%	50 30%	50 30%	78 49%	123 53%	70 64%	83 32%	133 38%	72 37%	78 40%	216 35%	150 38%	328 38%	36 29%	137 38%	135 36%	367 37%
Net agree	-15 -1%	-7 -1%	43 7%	50 9%	31 4%	34 5%	32 5%	44 7%	-32 -28%	8 2%	-21 -4%	29 10%	43 13%	-87 -22%	13 12%	16 9%	17 10%	27 16%	-30 -19%	-57 -24%	-53 -49%	30 12%	3 1%	-28 -14%	-20 -10%	33 5%	-48 -12%	-32 -4%	17 14%	40 11%	11 3%	-3 *

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

29 Jan 2024

Table 32
(JAN21)Q19(b). To what extent, if at all, do you agree or disagree with the following statements? Keir Starmer is ready to be Prime Minister

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot.	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1003	196	362	64	205	567	401	444	556	205	340	301	380	305	681	218	329	221	138	844	97	284	268	72	146	177	469	357	1003
Weighted Total	1003	201	360	64	195	555	396	471	529	105	485	303	351	339	654	238	311	232	136	869	86	280	270	60	123	190	481	332	1003
Strongly agree	128 13%	8 4%	100 28%	6 9%	9 5%	110 20%	17 4%	61 13%	67 13%	17 16%	56 12%	39 13%	44 13%	43 13%	84 13%	31 13%	30 10%	28 12%	27 20%	108 12%	11 13%	12 4%	79 29%	9 16%	21 17%	18 10%	58 12%	51 15%	145
Tend to agree	223 22%	14 7%	153 43%	20 31%	43 22%	196 35%	57 14%	119 25%	102 19%	25 23%	130 27%	78 26%	55 16%	87 26%	134 20%	55 23%	60 19%	53 23%	33 24%	193 22%	22 25%	32 11%	98 36%	24 40%	42 35%	24 13%	95 20%	104 31%	219
Neither agree nor disagree	225 22%	33 16%	56 16%	15 24%	40 21%	96 17%	73 18%	112 24%	113 21%	20 19%	116 24%	71 23%	61 17%	88 26%	131 20%	39 16%	76 25%	57 25%	34 23%	196 21%	18 21%	50 18%	35 13%	6 9%	15 12%	25 13%	133 29%	67 20%	212
Tend to disagree	148 15%	41 20%	29 8%	11 17%	48 25%	77 14%	89 22%	72 15%	76 14%	17 16%	76 16%	53 18%	59 17%	36 11%	112 17%	31 13%	50 16%	36 16%	17 13%	123 14%	14 16%	51 18%	33 12%	9 16%	20 16%	32 17%	65 14%	50 15%	146
Strongly disagree	218 22%	100 50%	10 3%	9 15%	50 26%	60 11%	150 38%	89 19%	128 24%	19 19%	81 17%	51 17%	115 33%	50 15%	166 25%	62 26%	82 26%	42 18%	17 13%	195 22%	15 17%	130 46%	14 5%	10 17%	23 18%	77 41%	96 20%	45 13%	221
Don't know	61 6%	5 2%	12 3%	3 5%	5 2%	16 3%	10 2%	19 4%	42 8%	7 6%	25 5%	18 5%	34 10%	27 4%	21 9%	12 4%	14 6%	7 5%	53 6%	7 8%	5 2%	11 4%	1 2%	2 1%	12 6%	33 7%	16 5%	60	
Agree	351 35%	22 11%	254 70%	26 40%	52 27%	306 55%	74 19%	180 38%	170 32%	42 40%	186 38%	118 39%	99 28%	131 39%	217 33%	85 36%	90 29%	82 35%	60 44%	301 35%	33 38%	44 16%	177 65%	33 56%	63 51%	43 22%	153 32%	155 47%	364 36%
Disagree	366 36%	141 70%	39 11%	20 31%	98 50%	137 25%	239 60%	160 34%	204 39%	36 35%	158 33%	104 34%	174 49%	86 25%	278 42%	93 39%	132 42%	79 34%	34 25%	318 37%	28 33%	181 65%	47 17%	20 33%	43 35%	109 58%	162 34%	95 29%	367 37%
Net agree	-15 -1%	-119 -59%	215 60%	6 9%	-46 -23%	169 30%	-165 -42%	19 4%	-34 -7%	6 5%	28 6%	14 5%	-74 -21%	45 13%	-60 -9%	-7 -3%	-41 -13%	3 1%	26 19%	-18 -2%	5 5%	-137 -49%	130 48%	14 23%	21 17%	-67 -35%	-8 -2%	60 18%	-3

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

Table 34
(JUL20)Q14CO. To what extent, if at all, do you agree or disagree with the following statements?
The word 'competent' is an accurate description of the current government

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications		Degree +
Unweighted Total	1003	196	362	64	205	567	401	444	556	205	340	301	380	305	681	218	329	221	138	844	97	284	268	72	146	177	469	357	1003
Weighted Total	1003	201	360	64	195	555	396	471	529	105	485	303	351	339	654	238	311	232	136	869	86	280	270	60	123	190	481	332	1003
Strongly agree	47 5%	19 10%	18 5%	* s	2 1%	20 4%	22 5%	22 5%	25 5%	3 3%	23 5%	16 5%	12 3%	18 5%	28 4%	15 6%	10 3%	12 5%	5 4%	42 5%	4 5%	20 7%	14 5%	1 2%	2 4%	7 4%	27 6%	12 4%	43
Tend to agree	131 13%	71 36%	25 7%	5 8%	17 9%	43 8%	89 22%	55 12%	75 14%	9 9%	60 12%	40 13%	57 16%	33 10%	96 15%	38 16%	38 12%	29 13%	17 12%	111 13%	9 10%	65 23%	10 4%	5 8%	7 5%	36 19%	64 13%	31 9%	122
Neither agree nor disagree	148 15%	53 26%	25 7%	6 9%	17 9%	42 8%	70 18%	69 15%	79 15%	10 9%	71 15%	36 12%	47 13%	62 18%	84 13%	32 13%	55 18%	40 17%	13 9%	136 16%	7 9%	58 21%	16 6%	4 7%	8 6%	37 20%	69 14%	41 12%	137
Tend to disagree	193 19%	36 18%	74 21%	8 13%	25 13%	99 18%	61 15%	89 19%	104 20%	24 23%	94 19%	60 20%	69 20%	63 19%	129 20%	38 16%	60 19%	41 18%	31 23%	160 18%	23 26%	61 22%	39 14%	7 12%	19 15%	32 17%	102 21%	60 18%	195
Strongly disagree	450 45%	19 10%	211 58%	40 63%	129 66%	339 61%	148 37%	229 49%	219 41%	52 49%	234 48%	141 47%	155 44%	150 44%	296 45%	106 44%	136 44%	98 42%	69 50%	389 45%	41 48%	73 26%	189 70%	40 67%	84 68%	63 33%	203 42%	184 55%	468
Don't know	35 4%	2 1%	8 2%	4 6%	5 2%	12 2%	6 2%	7 2%	28 5%	7 6%	4 1%	10 3%	12 3%	13 4%	21 3%	9 4%	11 4%	11 5%	2 1%	30 3%	2 3%	4 1%	3 1%	2 4%	4 3%	14 8%	17 4%	4 1%	38
Agree	177 18%	91 45%	43 12%	6 9%	20 10%	63 11%	110 28%	77 16%	99 19%	12 12%	83 17%	56 18%	69 20%	51 15%	124 19%	53 22%	48 16%	41 18%	22 16%	154 18%	13 15%	85 30%	24 9%	6 10%	8 7%	43 23%	91 19%	43 13%	165
Disagree	643 64%	55 28%	285 79%	48 76%	154 79%	438 79%	209 53%	319 68%	322 61%	76 73%	328 68%	201 66%	224 64%	213 63%	424 65%	144 60%	196 63%	140 60%	99 73%	549 63%	64 74%	134 48%	227 84%	47 79%	103 83%	95 50%	304 63%	244 73%	663
Net agree	-465 -46%	36 18%	-241 -67%	-43 -67%	-134 -69%	-376 -68%	-99 -25%	-242 -51%	-223 -42%	-64 -61%	-245 -51%	-145 -48%	-155 -44%	-162 -48%	-300 -46%	-90 -38%	-148 -48%	-98 -42%	-78 -57%	-395 -45%	-51 -59%	-49 -17%	-203 -75%	-41 -69%	-94 -77%	-52 -27%	-213 -44%	-201 -60%	-498

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

Table 35
(JAN23)Q14 - Thinking about the outcome of the next General Election, which of the following, if any, comes closest to your view?

29 Jan 2024

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind		
Unweighted Total	1003	807	617	591	739	722	695	632	112	468	524	220	332	451	93	127	175	157	169	282	128	280	342	167	214	622	381	859	136	381	364	1003	
Weighted Total	1003	780	596	572	723	703	677	612	118	480	512	282	328	393	107	175	163	165	159	234	109	258	355	194	196	613	390	870	125	364	375	1003	
The Conservative government has done a good job and there is no need for change at the next election	104 10%	89 11%	73 12%	69 12%	79 11%	79 11%	77 11%	73 12%	12 10%	49 10%	54 10%	17 6%	24 7%	64 16%	5 5%	11 6%	12 7%	12 7%	22 14%	41 18%	30 28%	19 7%	35 10%	27 14%	24 12%	54 9%	51 13%	96 11%	9 7%	54 15%	30 8%	93 9%	
The Conservative government has done a good job, but it is time for a change at the next election	81 8%	58 7%	42 7%	39 7%	56 8%	51 7%	48 7%	45 7%	4 4%	33 7%	46 9%	25 9%	25 8%	31 8%	11 10%	15 8%	14 9%	11 7%	10 7%	21 9%	12 11%	17 7%	26 7%	20 10%	18 9%	44 7%	38 10%	66 8%	14 11%	25 7%	33 9%	81 8%	
The Conservative government has done a poor job but the next election is not the time for change	124 12%	108 14%	70 12%	62 11%	97 13%	89 13%	86 13%	72 12%	8 6%	63 13%	61 12%	24 8%	34 10%	67 17%	7 7%	16 9%	18 11%	16 10%	31 19%	36 15%	18 16%	32 12%	52 15%	18 9%	22 11%	84 14%	40 10%	116 13%	9 7%	44 12%	57 15%	128 13%	
The Conservative government has done a poor job and it is time for a change at the next election	615 61%	488 63%	391 66%	384 67%	462 64%	455 65%	439 65%	400 65%	63 53%	297 62%	311 61%	204 72%	227 69%	185 47%	81 76%	123 70%	110 67%	117 71%	81 51%	104 44%	34 31%	174 67%	218 62%	111 57%	113 58%	392 64%	223 57%	526 60%	85 68%	238 65%	240 64%	620 62%	
None of these	30 3%	16 2%	9 2%	9 2%	13 2%	13 2%	12 2%	11 2%	13 11%	13 3%	17 3%	3 1%	4 1%	23 6%	- s	3 2%	2 1%	2 1%	6 4%	17 7%	7 6%	6 2%	12 3%	4 2%	8 4%	18 3%	12 3%	27 3%	1 1%	3 1%	5 1%	32 3%	
Don't know	48 5%	21 3%	10 2%	8 1%	16 2%	15 2%	15 2%	10 2%	18 15%	24 5%	24 5%	9 3%	15 4%	24 6%	3 2%	7 4%	8 5%	7 4%	9 5%	15 7%	9 8%	11 4%	11 3%	14 7%	12 6%	22 4%	26 7%	40 5%	8 6%	* *	11 3%	49 5%	
Combinations - Summary net																																	
Conservative government - good job	186 19%	147 19%	116 19%	108 19%	135 19%	130 18%	125 18%	119 19%	16 14%	82 17%	100 19%	42 15%	49 15%	95 24%	16 15%	26 16%	26 14%	23 21%	33 26%	62 39%	42 39%	36 14%	61 17%	47 24%	42 21%	97 16%	89 23%	161 19%	23 18%	79 22%	63 17%	174 17%	
Conservative government - poor job	740 74%	596 76%	461 77%	446 78%	559 77%	545 78%	525 77%	472 77%	70 60%	360 75%	372 73%	227 81%	261 79%	252 64%	88 83%	139 80%	127 78%	133 81%	112 70%	140 60%	51 47%	205 80%	271 76%	129 66%	135 69%	476 78%	263 68%	641 74%	93 75%	281 77%	296 79%	748 75%	
Time for a change	697 69%	546 70%	434 73%	423 74%	518 72%	506 72%	487 72%	446 73%	67 57%	330 69%	358 70%	229 81%	252 77%	216 55%	91 85%	138 79%	124 76%	128 77%	92 58%	124 53%	46 42%	191 74%	244 69%	131 67%	131 67%	435 71%	261 67%	591 68%	99 79%	263 72%	273 73%	701 70%	
Not time for a change	229 23%	197 25%	143 24%	131 23%	176 24%	168 24%	163 24%	145 24%	20 17%	112 23%	115 22%	40 14%	58 18%	130 33%	13 12%	27 16%	30 18%	28 17%	53 33%	77 33%	48 44%	50 20%	87 25%	45 23%	45 23%	138 22%	91 23%	211 24%	18 14%	97 27%	86 23%	221 22%	

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - January 2024

29 Jan 2024

Table 36
(JAN23)Q14 - Thinking about the outcome of the next General Election, which of the following, if any, comes closest to your view?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1003	196	362	64	205	567	401	444	556	205	340	301	380	305	681	218	329	221	138	844	97	284	268	72	146	177	469	357	1003
Weighted Total	1003	201	360	64	195	555	396	471	529	105	485	303	351	339	654	238	311	232	136	869	86	280	270	60	123	190	481	332	1003
The Conservative government has done a good job and there is no need for change at the next election	104 10%	73 36%	5 1%	2 3%	8 4%	13 2%	81 21%	29 6%	74 14%	5 5%	34 7%	26 9%	57 16%	19 6%	83 13%	27 11%	35 11%	31 14%	3 2%	92 11%	8 9%	73 26%	2 1%	2 3%	4 3%	34 18%	51 11%	19 6%	93 9%
The Conservative government has done a good job, but it is time for a change at the next election	81 8%	17 8%	31 9%	6 10%	10 5%	41 7%	27 7%	40 9%	41 8%	10 9%	37 8%	21 7%	31 9%	28 8%	52 8%	13 6%	23 7%	21 9%	16 12%	67 8%	8 9%	26 9%	15 6%	6 9%	8 6%	18 10%	43 9%	21 6%	81 8%
The Conservative government has done a poor job but the next election is not the time for change	124 12%	74 37%	11 3%	5 9%	21 11%	32 6%	95 24%	65 14%	59 11%	6 6%	65 13%	39 13%	58 16%	26 8%	97 15%	14 6%	50 16%	29 13%	20 15%	103 12%	12 13%	81 29%	9 3%	1 2%	6 5%	32 17%	56 12%	37 11%	128 13%
The Conservative government has done a poor job and it is time for a change at the next election	615 61%	25 12%	306 85%	49 77%	150 77%	456 82%	175 44%	309 66%	304 58%	77 74%	323 67%	198 65%	170 48%	243 72%	368 56%	158 66%	176 57%	135 58%	92 68%	538 62%	54 62%	81 29%	240 89%	50 83%	102 83%	79 41%	289 60%	248 75%	620 62%
None of these	30 3%	7 4%	-	-	3 2%	3 1%	10 3%	7 2%	22 4%	4 3%	6 1%	7 2%	16 5%	7 2%	23 4%	14 6%	8 3%	5 2%	-	26 3%	3 3%	13 5%	1 *	-	-	16 8%	11 2%	3 1%	32 3%
Don't know	48 5%	5 2%	7 2%	1 2%	2 1%	8 2%	7 2%	20 4%	27 5%	3 3%	19 4%	12 4%	19 6%	16 5%	31 5%	13 5%	19 6%	10 4%	5 3%	44 5%	2 2%	6 2%	4 1%	2 3%	4 3%	11 6%	32 7%	5 2%	49 5%
Combinations - Summary net																													
Conservative government - good job	186 19%	90 45%	37 10%	8 13%	18 9%	55 10%	108 27%	69 15%	116 22%	15 14%	71 15%	47 16%	88 25%	47 14%	135 21%	40 17%	58 19%	53 23%	19 14%	158 18%	16 18%	99 35%	17 6%	7 12%	11 9%	52 28%	94 20%	40 12%	174 17%
Conservative government - poor job	740 74%	99 49%	317 88%	54 85%	172 88%	489 88%	270 68%	375 79%	363 69%	83 79%	389 80%	236 78%	228 65%	270 80%	464 71%	171 72%	226 73%	164 71%	112 83%	640 74%	65 76%	162 58%	249 92%	51 85%	108 87%	110 58%	344 72%	285 86%	748 75%
Time for a change	697 69%	42 21%	337 94%	55 87%	160 82%	498 90%	202 51%	350 74%	346 65%	87 83%	360 74%	219 72%	201 57%	271 80%	420 64%	171 72%	199 64%	157 68%	108 80%	604 70%	62 72%	107 38%	255 94%	55 92%	110 89%	97 51%	331 69%	268 81%	701 70%
Not time for a change	229 23%	147 73%	16 5%	7 12%	29 15%	46 8%	176 45%	94 20%	133 25%	11 11%	100 21%	65 21%	115 33%	45 13%	180 27%	41 17%	85 27%	61 26%	23 17%	194 22%	19 22%	154 55%	11 4%	3 5%	9 7%	66 35%	107 22%	56 17%	221 22%

Fieldwork dates : Wednesday 17th to Tuesday 23rd January 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<https://www.ipsos.uk/politicalandsocialtrends>